



## Exhibitors: Maximize your ROI

- **Invite your customers and prospects** to the show and your booth.
  - Distribute your complimentary **Customer Passes** to your high-value customers and prospects, giving them free access to the full education, networking and Expo experience of the Convention. Need additional Customer Passes? Purchase them before arriving onsite to take advantage of the advanced pricing. (**\$200 in advance; \$250 onsite**)
  - **Call and email** your clients and post on your **social media** channels, letting your customers know you'll be at the show, and you'd like to meet with them.
  - Use the WQA Convention & Expo **Exhibitor Graphics** in your email signature, social media and marketing communications.
  - Purchase and schedule a **pre- or post-show email blast** to registered convention attendees, promoting the exciting new things you have to offer and inviting them to your booth. Consider creating an enticing offer to encourage them to visit your website and provide their contact information. (**\$1,000**)
- Ensure your **online company profile** is complete for maximum exposure on the event website. WQA marketing drives traffic to our website from hundreds of prospective attendees each day.
- Get the best pricing on all your **booth needs** (furnishings, flooring, power, water, catering, AV, Internet, etc.) by submitting your orders by the advance pricing discount deadlines – generally about 30 days in advance. (See Exhibitor Checklist)
- Get the lowest available prices on **hotel rooms** for your team by making reservations in the Official WQA hotels at least 30 days in advance.
- **Register** your onsite team early to take full advantage of all pre-event communications and opportunities, including digital tools.
  - Send a mix of executives, product or service subject matter experts and sales personnel.
  - Bringing more staff than you have allotted exhibitor passes? Be sure they are registered before arriving on-site to take advantage of the advanced pricing for exhibitor overallotment registration. (**\$300 in advance; \$375 onsite**)
- **Design your booth for ENGAGEMENT.** Tradeshow industry research and direct feedback from WQA attendees show they want to ENGAGE with you. **Give people something to do, not just something to look at.** It doesn't have to be complicated or costly. Incorporate things that reinforce and enhance your products, services, and brand.
  - Product Demos
  - Subject Matter Expert Q&A
  - Hands-On Activities & Education
  - Contests or Raffles
  - **BRUNCH** (Thursday, April 30 10:00 am – 2:00 pm)
    - Food & Beverages (**from \$1,800**)
    - Games (**\$80**)



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- **Prepare** your onsite team.
  - Ensure the entire onsite team is **aligned on what success looks like**, whether that's showcasing a new product, generating leads, driving sales, or building partnerships
  - Plan your team's schedules to allow them to **engage in the full, three-day convention** experience, including general sessions, educational sessions and networking events, along with your customers and prospects. Your exhibitor passes allow full access!
  - **Train your onsite team** on expectations for their role in the booth, including how to greet attendees and engage them effectively.
- Use WQA's **FREE Digital Tools, including Lead Scanning**. (All registered booth staff will automatically have access via both a web-based tool and the mobile app.)
  - Approx **4 weeks out** (When notified):
    - Ensure your Exhibitor Profile Page is complete in the online Exhibitor Center
    - Upload documents to promote your company, products or services to attendees.
    - Customize your team's availability for scheduling meetings with attendees.
    - Customize your Lead Qualification Form for your team's use during the event
    - Review the attendee list, including AI-recommended matches, and plan your team's outreach to schedule meetings during the event.
  - Approx **3 weeks out**: (When the app launches to attendees):
    - Ensure your entire onsite team downloads the mobile app
    - Begin requesting meetings at your booth with attendees during the event
    - Accept requests from attendees for meetings at your booth during the event
  - **Onsite** during the event:
    - Continue accepting and requesting meetings with attendees
    - Host in-person meetings with attendees in your booth
    - Scan the badges of attendees anywhere (not just in your booth); complete your custom lead qualification form for each attendee
  - **Post-Event**:
    - Review all your leads directly in the online Exhibitor Center or download the reports and assign them for follow-up.
    - Export your team's leads or sync the data with your CRM.
    - Promptly follow up with all leads

Visit the [Exhibitor Information page](#) for information and links to:

- Exhibitor Hub
  - Company Profile
  - Staff Registration
  - Customer Passes
  - Booth Ordering
  - Expo Brunch information and ordering
- Floor Plan
- Convention Schedule
- WQA Exhibitor Graphics
- Exhibitor Checklist
- Hotel Reservations
- Sponsorship Opportunities
- Digital Tools & Mobile App

Below is a simple checklist to use to track your progress to make sure you are ready for WQA 2026!

TO DO	SUPPLIER LINK	DEADLINE	CONTACTS
Pre-Show Attendee Mailing List	Exhibitor Newsletter	<b>March 19, 2027</b>	<a href="mailto:WQA@CorcExpo.com">WQA@CorcExpo.com</a>
Material Handling & Freight Shipping	<a href="#">Fern Exhibitor Kit</a>	<b>March 27, 2027</b> – First day to receive freight at Advanced Warehouse	<a href="mailto:CBarton@FernExpo.com">CBarton@FernExpo.com</a> 800-774-1251 x1
Expo Brunch	<a href="#">Sodexo</a>	<b>March 30, 2026</b> – Catering orders submitted	<a href="mailto:CateringMBCC@Sodexo.com">CateringMBCC@Sodexo.com</a>
Hotel Reservations	<a href="#">MCI USA</a>	<b>March 31, 2026</b> – Last day to make individual reservations and changes	<a href="mailto:WQA@Jade.MCIEvents.com">WQA@Jade.MCIEvents.com</a> 972-349-5839
Booth Design	<a href="#">IAEE Guidelines</a>	Be sure your booth design meets the <a href="#">IAEE Guidelines &amp; WQA Rules &amp; Regulations</a>	<a href="mailto:WQA@CorcExpo.com">WQA@CorcExpo.com</a>
Registration	<a href="#">MCI USA</a>	Register booth staff & send invitations to customers	<a href="mailto:WQA@Jade.MCIEvents.com">WQA@Jade.MCIEvents.com</a> 972-349-5839
Move In & Out Schedule	<a href="#">WQA Website</a>	Review before scheduling booth staff	<a href="mailto:Convention@WQA.org">Convention@WQA.org</a>
Lead Retrieval & Mobile App	<a href="#">Swapcard</a>	<b>April 1, 2026</b> – Set up profiles, documents, & staff access	<a href="mailto:Convention@WQA.org">Convention@WQA.org</a>
Flooring, Furnishings, & Labor	<a href="#">Fern Exhibitor Kit</a>	<b>April 6, 2026</b> – Discount Deadline– <i>Flooring is required for all exhibitors</i>	<a href="mailto:CBarton@FernExpo.com">CBarton@FernExpo.com</a> 800-774-1251 x1
Exhibitor Appointed Contractor (EAC)	<a href="#">Fern Exhibitor Kit</a>	<b>April 6, 2026</b> – Complete EAC form & ensure Certificate of Insurance (COI) is submitted	<a href="mailto:CBarton@FernExpo.com">CBarton@FernExpo.com</a> 800-774-1251 x1
Audio Visual	<a href="#">CCR Solutions</a>	<b>April 7, 2026</b> – Discount Deadline	<a href="mailto:Chimahe@CCRSolutions.com">Chimahe@CCRSolutions.com</a> 416-881-8945
Electric, Air, & Water	<a href="#">Edlen</a>	<b>April 8, 2026</b> – Discount Deadline	<a href="mailto:ExhibitorServices-Miami@Edlen.com">ExhibitorServices-Miami@Edlen.com</a> 800-553-3536
Internet/Wi-Fi	<a href="#">SmartCity</a>	<b>April 10, 2026</b> – Discount Deadline	<a href="mailto:CustomerService@SmartCityNetworks.com">CustomerService@SmartCityNetworks.com</a> 888-446-6911
Material Handling & Freight Shipping	<a href="#">Fern Exhibitor Kit</a>	<b>April 23, 2027</b> – Last day to receive freight at Advanced Warehouse	<a href="mailto:CBarton@FernExpo.com">CBarton@FernExpo.com</a> 800-774-1251 x1
Material Handling & Freight Shipping	<a href="#">Fern Exhibitor Kit</a>	<b>April 27, 2027</b> – First day to receive freight at Showsite	<a href="mailto:CBarton@FernExpo.com">CBarton@FernExpo.com</a> 800-774-1251 x1
Company Profile	<a href="#">Exhibitor Hub</a>	Update what attendees see on the interactive floorplan & mobile app	<a href="mailto:WQA@CorcExpo.com">WQA@CorcExpo.com</a>
Social Media	<a href="#">#WQA2026</a>	Tag social media posts & use WQA graphics	<a href="mailto:Convention@WQA.org">Convention@WQA.org</a>
Post-Show Attendee Mailing List	Exhibitor Newsletter	<b>May 6, 2027</b>	<a href="mailto:WQA@CorcExpo.com">WQA@CorcExpo.com</a>

The WQA & the Show Management Team is here to help! Please do not hesitate to email [WQA@CorcExpo.com](mailto:WQA@CorcExpo.com) if you have any questions!