



# About the Exhibit Management Services

AIP Publishing (AIPP) offers comprehensive and cost effective exhibit sales and management services to professional societies and other organizations. We strive to provide high quality, creative event solutions that exceed your expectations. Working together, we strategically ensure that your vision is seen through from conception to implementation.



As an AIPP event, you will benefit from:



**Sales, planning & negotiation** – attracting the right exhibitors, and ensure best rates for meeting space and services



**Strategic marketing** – customizable promotional outreach



**Logistics management** – providing a fully hands-on approach



**Budget management** – keeping a close eye on budget allocation and cost saving opportunities



## CONTACT US

Interested in obtaining a customized quote?  
Contact us today!

**Exhibit Management Services**

Phone: +1 800-247-2242

Email: [aipadvertising@aip.org](mailto:aipadvertising@aip.org)





## COMMERCIAL SALES & MARKETING

Leveraging the exhibition's focus and goals, your Exhibit Manager attracts the top companies necessary to achieve a successful show. In doing so, we uncover customer needs and suggest exhibit and sponsorship solutions. We ensure that the best rates are negotiated for meeting space and services.

Ahead of your event, your AIPP Exhibit Manager identifies and attracts the key companies who should be exhibiting at your event. To ensure your event appeals to the exhibitors who should be at your event, we take a multifaceted approach that spans traditional and integrated online marketing efforts, including:

- Telesales
- Social media targeting
- Email marketing
- Direct mailings
- Web-based marketing
- Creation of exhibit website\*

Prior to the start of the exhibition, we will ensure that all necessary collateral and day-of material is created. This includes, but is not limited to:

- Graphic layout
- Exhibitor and guest passes
- Exhibitor space application/contract
- Floor plans
- Exhibitor list and prospectus



## LOGISTICS

Your AIPP Exhibit Manager will take care of floorplans, booth set-up logistics and contractor negotiations. Working with the AIPP Exhibit Management Services team we will manage:

- Floorplans and schematics
- Booth set-up and dismantling
- Freight in & out-bound
- Electrical and plumbing services
- Internet and telephone
- Signage
- Necessary permits and clearance by local ordinances
- On-site services
- Comprehensive & liability insurance
- Contractor negotiations



## BUDGET MANAGEMENT

Your AIPP Exhibit Manager takes the appropriate steps to ensure that your event remains on target to stay within budget. In doing so, we monitor cost-saving opportunities and provide rate analysis and contract review to ensure the best deal. We will ensure that the best rates are negotiated for:

- Exhibitor space contracts
- Drayage/ Drapery
- On-site labor
- Vendor meeting room space
- On-site catering
- Electrical and plumbing services

\* additional fees may apply



**Contact us for your tailored package!**

Exhibit Sales Management

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