



We are excited that you will be joining us at Identiverse 2020!

As you begin your planning, be sure to make note of a few important items:

- To help you make the most of your Identiverse experience, be sure to visit the **Exhibitor Resources** page of the Identiverse website for quick links, list of deadlines, tools and all the information needed to make your company stand out!
- Review the conference **agenda** to plan your week! It is not only a great time to learn, but also a great opportunity to network with other industry professionals.
- Make sure that attendees know you will be at the conference and where to find you. The **online directory** on the Identiverse website is where attendees look for companies to visit. Be sure yours is updated with your company description, logo and social links to build excitement on what you do and will be showcasing. The link to update your profile can be found on the Exhibit Resources page.
- Complete your **expo service orders** early for the best savings! We know there are a lot of details that go into planning your booth and expo experience, so be sure to review all the necessary order forms. All links can be found on the Exhibitor Resources page
- **Register** your staff and invite your customers! Your password and invite codes will be sent in a separate communication.
- Book your **hotel room** early! Everything will take place at the Gaylord Resort and Convention Center and hotel rooms WILL sell out early! Booking links can be found on the Identiverse website.
- Get **Social!** We have included social media links, graphics, logos and additional tools on the Exhibitor resources page to assist your promotional efforts. Spread the word that you will be there and help drive traffic to your booth.

Please reach out if you have any questions regarding your booth or sponsorships. Whether you are a seasoned expo pro or a first-time exhibitor, I am here to help to make your Identiverse experience the best one yet!

John Anderson, Expo Manager
johnanderson@identiverse.com
720-728-1011