isaac

International Society for Augmentative
& Alternative Communication

Conference 2014 Exhibitor Focus Group Session

ISAAC
2014
Lisbon

Agenda

1. Introduction and Purpose of Focus Group Session   F. Smith   (5 min)

2. Background on ISAAC and ISAAC Conference 2012   C. Higdon & F. Smith (5 min)

3. Overview of Exhibitor Critical Needs and Requirements as Currently Understood by ISAAC   C. Higdon   (5 min)

4. Achieving Exhibitor Critical Needs and Requirements C. Higdon   (10 min)

5. Discussion on Exhibitor Requirements and "Nice to Have's" for Conference 2014   All   (15 min)

6. Questions & Answers   All   (15 min)

7. Wrap-Up   C. Higdon & F. Smith (5 min)

Introduction and Purpose of Focus Group Session

- Feedback from ISAAC Conference 2012 in Pittsburgh, USA.
- "New" ISAAC International approach to organizing conferences.
- Ensure continuity from one conference to the next.
- Opportunity for ISAAC to capture direct exhibitor input into Conference 2014 organization.
- Opportunity for exhibitors to have direct stake in ensuring Conference 2014 organization meets expectations / requirements.

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Background on ISAAC and ISAAC Conference 2012

- Conference 2012 was the 15th biennial conference organized by ISAAC.
- ISAAC conferences are held in locations around the world.
- ISAAC by-laws and practice require successive conferences to be held on different continents.
- Conference 2012 attracted over 1,200 participants and over 75 exhibitors from around the world.
- Feedback from attendees and participants indicated that Pittsburgh was well received as a conference location.

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Overview of Exhibitor Critical Needs and Requirements as Currently Understood by ISAAC

- ISAAC conference to provide exhibitor opportunities for:
  - market lead generation
  - sales lead generation
  - media exposure
  - gathering formal and informal market intelligence
  - business expansion
  - fun
  - others?

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Achieving Exhibitor Critical Needs and Requirements

- Maximize traffic flow in exhibit hall by providing:
  - ➢unopposed exhibit hall time to attendees
  - ➢food and beverage service in exhibit hall
  - ➢financial-based incentive(s) for attendees to visit all exhibitor booths
  - ➢sufficient and strategically located signage and volunteer/staff personnel to direct attendee traffic

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Achieving Exhibitor Critical Needs and Requirements (cont.)

- Maximize opportunities to achieve critical needs through effective and efficient:
    - ➢exhibit hall layout (space around booths, sightlines, distance to food and beverage services, etc.)
    - ➢program development and design
    - ➢use of technology
    - ➢solicitation of exhibitor input
    - ➢data sharing

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Discussion on Exhibitor Requirements and "Nice to Have's"

- How to make the exhibitor experience a more meaningful one?
- How best to facilitate achievement of exhibitor requirements?
- What services would assist exhibitors?
- How can programming assist in achieving exhibitor requirements?
- What role does information technology play?
- Are there specific exhibit hall layout requirements?
- How can ISAAC assist in building awareness of Conference 2014?
- What can ISAAC do minimize ancillary costs associated with Conference 2014?

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Discussion on Exhibitor Requirements and "Nice to Have's"
<u>Some Ideas</u>

- Use draw prize as incentive for attendees to visit exhibitor booths
- Use current IT tools to track attendee visits to exhibitors and manage sharing of attendee contact details
- Ensure conference programming has unopposed exhibit hall time
- Provide food and beverage concessions in exhibit hall
- Provide exhibitors with sponsorship opportunities for greater visibility at conference
- Maximize attendance to conference through a combination of pricing and marketing

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<u>Other Ideas?</u>

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Questions and Answers

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Wrap-Up

- Call for Papers Launched – Plan to close on October 15th, 2013
- Online Registration Launch – Fall 2013
- Exhibitor booth sales currently underway
- Conference sponsorship effort currently underway
- Conference 2014 information available at:

> **https://www.isaac-online.org/english/conference-2014/**

We look forward to seeing you in Lisbon or, as the Portuguese say:
Estamos ansiosos para vê-lo em Lisboa!

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