



**SIBEC SEPTEMBER 23-26, 2019**  
JW MARRIOTT TURNBERRY RESORT & SPA - MIAMI, FL

**Thank you for participating in SIBEC 2019!**

To ensure your participation in SIBEC goes smoothly, **please take the time to read through the Event Services Manual.**

Here is what is included in this manual:

- General Information including Hotel & Transportation Information, Set Up & Break Down Hours, Electric & AV Order Forms and Appointment System Deadlines
  
- Schedule of Events
  
- Top Tips for a Successful Event

Our goal is to provide excellent service and assist you in having a successful event. Please do not hesitate to contact

Janelle Worton  
Event Relations Manager  
[jworton@questex.com](mailto:jworton@questex.com)  
617-219-8301

OR

Chris Correa  
Operations Director  
[ccorrea@questex.com](mailto:ccorrea@questex.com)  
617-219-8374

We are very excited about this event and look forward to seeing you in Miami!

Sincerely,

Robert Shannon  
Event Director, SIBEC  
[rshannon@questex.com](mailto:rshannon@questex.com)



## GENERAL INFORMATION

### TRANSPORTATION:

Included in your package is transportation to and from Miami International Airport **OR** the Fort Lauderdale International Airport. Transportation will be provided for arrivals into MIA or FLL on **Monday, September 23<sup>rd</sup>** and departures out of MIA or FLL on **Thursday, September 26<sup>th</sup>**.

If you have a special transfer inquiry for another airport, please email Chris Correa [ccorrea@questex.com](mailto:ccorrea@questex.com) or Janelle Worton [jworton@questex.com](mailto:jworton@questex.com) for approval.

Those arriving or departing outside of the above listed dates or to/from an alternate airport (without staff approval) will be responsible for their own transportation. **Please be sure to update your appointment system profile with your accurate flight details by Friday, August 30<sup>th</sup> in order to receive a transfer.**

### HOTEL RESERVATIONS:

Included in your package are 3 nights' hotel accommodations (checking in 9/23 checking out 9/26) secured by the SIBEC team. Should you choose to arrive prior to the event or stay after the event, please contact Janelle Worton at [jworton@questex.com](mailto:jworton@questex.com) or Chris Correa at [ccorrea@questex.com](mailto:ccorrea@questex.com)

SIBEC has negotiated a group rate of **\$227 USD** which includes applicable taxes for single occupancy. This group rate will be made available for pre or post event stay options and is **based upon the hotel's availability.**

### APPOINTMENT SETTING:

The Appointment System Deadlines are below. We appreciate you meeting all deadlines.

<b>Appointment System Deadlines <i>*subject to change</i></b>	
PROFILES OPEN	<b>Monday, July 22<sup>nd</sup></b>
PROFILES CLOSE	<b>Friday, August 23<sup>rd</sup></b>
OPEN FOR MEETING SELECTIONS	<b>Wednesday, August 28<sup>th</sup></b>
DEADLINE TO UPLOAD FLIGHT INFO	<b>Friday, August 30<sup>th</sup></b>
CLOSED FOR MEETING SELECTIONS	<b>Friday, September 13<sup>th</sup></b>
SCHEDULES AVAILABLE FOR PREVIEW	<b>Wednesday, September 18<sup>th</sup></b>

The appointment system will open **Wednesday, August 28<sup>th</sup>**. Both suppliers and buyers will be able to request meetings with each other at that time. The appointment system will auto-match appointments based on your rankings.

All finalized appointment schedules will be provided on **Tuesday, September 24<sup>th</sup>** during the Networking Breakfast **left on your supplier table**. Each appointment will be twenty minutes in length followed by five minutes for the buyers to transition to their next appointment.

### **TABLE PACKAGE:**

Your table package includes (1) 6' draped table; your table will be **(6'x30") 6ft wide by 30" in depth**, (4) standard chairs and a table sign with your company name and location. **Please note: Pop up displays are prohibited. Taping, nailing and/or hanging any signs or banners on the walls is prohibited.**

### **SHIPPING INFORMATION:**

Shipments will be accepted beginning Tuesday, September 17<sup>th</sup>.

Please ship any materials to the following address being sure to **label packages accordingly:**

JW Marriott Turnberry: **SIBEC**

ATTN: **Your Company Name**/Roxana Marmanillo

19999 W Country Club Drive

Aventura, FL 33180

Phone: 305-932-6200

### **SET UP:**

Suppliers will have access to the ballroom to begin setup of your table on **Monday, September 23<sup>rd</sup> from 11:00am-6:00pm** and **Tuesday, September 24<sup>th</sup> from 7:00am-8:00am**. All tables should be ready by 8:00am on Tuesday, September 24<sup>th</sup>.

### **ELECTRIC:**

All suppliers are responsible for their own electrical, if needed. Please arrange your electrical order directly with the JW Marriott. Within this event manual email, you will find the PDF order form. **You should order electric before arriving onsite**. Please submit the completed order form to Brian Justin at [bjustin@PSAV.COM](mailto:bjustin@PSAV.COM)

### **HIGH SPEED INTERNET:**

Wi-Fi is complimentary within the meeting space at the JW Marriott. Please contact the JW Marriott directly if you would like to order a hard line for your table through the form on the last page.

### **BROCHURES:**

It is recommended that marketing collateral is limited to (100-125) pieces per table. For those suppliers purchasing electricity, consider bringing a laptop to showcase company products/services during your one-to-one appointments.

### **DISMANTLE:**

Dismantle begins **Wednesday, September 25<sup>th</sup> at 4:15pm**. To expedite the process for outbound shipments, **please have pre-labeled and completed carrier air bill for each package**. Pick up of outbound packages by all non-standard couriers (other than FedEx or UPS) must be coordinated by the supplier and pick-up should be scheduled for Thursday, September 26<sup>th</sup> between 9:00am-5:00pm.

**Once you have labeled and taped your boxes, please leave the boxes on your table and the hotel will collect them. Outbound handling fees will be applied to each package; fees applied are in addition to standard shipping rates.**

### **Business Center:**

The Business Center is a complimentary self-serve center. However, if large print jobs are needed the conference concierge can assist

**Event Schedule** \*Subject to Change

**Monday, September 23<sup>rd</sup>: Day One: Arrivals**

2:00pm - 5:00pm: **Hospitality Desk Opens | Registration**

6:30pm - 9:00pm: **Welcome/Networking Reception**

**Tuesday, September 24<sup>th</sup>: Day Two: One-to-One Meetings Begin**

8:00am - 9:00am: **Networking Breakfast**

9:15am – 10:30am: **Welcome Remarks – Keynote Presentation**

10:30am – 10:45am: **Networking Break**

10:45am – 12:20pm: **One-to-One Appointments**

12:30pm – 1:30pm: **Networking Lunch**

1:40pm – 2:50pm: **One-to-One Appointments**

2:50pm – 3:05pm: **Networking Break**

3:05pm – 4:15pm: **One-to-One Appointments**

4:15pm – 6:15pm: **Rest & Relaxation: Enjoy the Resort**

6:15pm – 9:00pm: **Networking Activity & Reception**

**Wednesday, September 25<sup>th</sup>: Day Three: One-to-One Meetings Continue**

8:30am – 9:30am: **Networking Breakfast**

9:40am – 10:50am: **One-to-One Appointments**

10:50am – 11:05am: **Networking Break**

11:05am – 12:40pm: **One-to-One Appointments**

12:50pm – 1:50pm: **Networking Lunch**

2:00pm – 3:10pm: **One-to-One Appointments**

3:10pm – 3:25pm: **Networking Break**

3:25pm – 4:10pm: **One-to-One Appointments**

4:10pm – 7:00pm: **Rest & Relaxation: Enjoy the Resort**

7:00pm - 9:00pm: **Farewell Reception & Dinner**

**Thursday, September 26<sup>th</sup>: Day Four: Departures**

All Day: **Departures**



## **Top Tips for Suppliers Attending SIBEC 2019**

The SIBEC format is a simple and effective way to do business with a select group of top industry buyers. Some of you have attended SIBEC several times and are familiar with the format but many are new to the concept. We hope you find these tips useful.

### **BEFORE SIBEC**

#### **1. Adhere to the Event Deadlines**

This will ensure that you are well prepared for the event and that any special requirements you have are met. If you are unsure about anything, please ask us.

#### **2. Maximize your Sales Opportunities**

You should have already completed your company profile within the appointment system. Your company profile will be read by buyers when choosing their meetings and will also be printed in the directory which buyers use as a resource manual throughout the year.

#### **3. Research the Buyers**

Get to know the buyers attending SIBEC by reading their profiles within the appointment system. Make sure they are interested in meeting suppliers from your category. Try to look up their websites to be as knowledgeable about the companies you will be meeting at SIBEC as possible. Buyers tell us that it really impresses them when a supplier has done their homework and done their research prior to the meetings.

#### **4. Meetings Preparation**

Prepare for each meeting with a list of questions you'd like to ask each buyer. The key is to establish where there is a connection between your services and the buyer's needs. In this respect, be prepared to just focus. Don't spend time talking through activities that may be of no interest to the buyer. Be a good questioner and listener rather than a pure salesperson. The discussion may range from broad strategic to detailed specific so be prepared to talk strategically about the development of your company and future activities.

Use PowerPoint sparingly. Sometimes it is unavoidable but remember most of the buyers will sit through a minimum of 20 meetings, so it can become a little tiresome, particularly in the final sessions. Qualify what they are looking for and, if you have a PowerPoint, flip straight through to the salient points that can drive home your proposition.

#### **5. What to Bring to SIBEC**

Bring or send enough materials for your meetings. A display book is better than a laptop as it does not need charging. However, if you have something that is very visual and involves movement that can only be demonstrated properly via video, then obviously a laptop is the best option. Make sure you bring an adequate supply of business cards (a common oversight!). If you wish to give the buyers samples, it is best if you send these to their offices after SIBEC, so they do not have excess baggage to take back with them.

#### **6. Find a SIBEC Buddy**

If this is your first time to SIBEC and you are unsure about how to get the most out of the event, please let us know and we can introduce you to someone who has been to the event before and can help you along the way. On the other hand, if you have attended previously perhaps you might volunteer to be a SIBEC buddy for a new attendee.

## **AT SIBEC**

### **7. One-to-one Meetings and Program Participation**

Every part of the program has been designed to give you maximum networking opportunities. So please ensure that you are punctual at all times and participate in the full program. The one-to-one meetings will be managed by a timekeeper who will announce the beginning and end of each meeting so please listen for these announcements. We can also schedule additional meetings for you with buyers who have available appointments at an additional cost. To inquire come by the SIBEC Hospitality Desk once you've received your finalized schedule.

### **8. Network with the Buyers**

During the breakfasts, lunches, and receptions make sure that you sit next to different delegates. Target key people you want to meet, with whom you don't have one-to-one meetings. Buyer and supplier name badges are color-coded so that it is easy for you to tell who a buyer is. Photos of all delegates are included in the directory, so you can easily identify people at the event. The SIBEC team is also onsite to assist with introductions as needed.

### **9. Networking with Your Peers**

By networking with one another, suppliers get to share market knowledge, experiences, and contacts, thus forming key relationships which can prove very worthwhile in the future.

### **10. Have Fun 😊**

## **AFTER SIBEC**

### **11. Follow Up**

Previous suppliers, who had great success from SIBEC have indicated that the best way to follow up with the buyers is not to call or e-mail them immediately after the event, but to allow some time for them to catch up on their work. In addition, if the buyers do not respond right away, keep following up. We have specifically asked the buyers to be honest and tell you if they have interest or not. This was you can spend time serving those with the most interest in taking discussions further.



# Supplier AV & Electric Order Form

Please email all completed forms to Brian Justin at [bjustin@PSAV.COM](mailto:bjustin@PSAV.COM) Please order Electric before arriving onsite, you will just need your company name to do so. Table number not required.



Questions? Call 954.802.5405 or email: [bjustin@psav.com](mailto:bjustin@psav.com) Submit your order via email: [bjustin@psav.com](mailto:bjustin@psav.com)

CUSTOMER INFORMATION			
Room Name: _____	Booth Number: _____		
Company: _____	Onsite Contact: _____		
Address: _____	Onsite Cell: _____		
City: _____	State & Zip: _____	<b>Delivery / Setup:</b>	
Ordered By: _____	Fax: _____	Delivery Time & Date: _____	
Phone: _____	Email: _____	Pick-Up Time & Date: _____	

**ALL PRICING IS PER DAY**

Please call for items not listed on form.

Presentation Monitors	Please Select One	Qty	Standard Rate	Number of Days	Total
24" Video/Data Monitor with table stand/cabling (16:9)	<input type="checkbox"/> HDMI <input type="checkbox"/> VGA		\$ 360.00	X	
55" Video/Data Monitor with stand/cabling (16:9)	<input type="checkbox"/> HDMI <input type="checkbox"/> VGA		\$ 1,020.00	X	
70" Video/Data Monitor with stand/cabling (16:9)	<input type="checkbox"/> HDMI <input type="checkbox"/> VGA		\$ 1,435.00	X	
80" Video/Data Monitor with stand/cabling (16:9)	<input type="checkbox"/> HDMI <input type="checkbox"/> VGA		\$ 1,665.00	X	

HDMI or VGA cable will be provided with the above monitors. If you need another connection please let us know.

If multiple monitors, are they all connected to the same source?  Yes  No

Computers	Qty	Standard Rate	Number of Days	Total
Laptop - (Windows)		\$ 260.00	x	

Audio	Qty	Standard Rate	Number of Days	Total
Computer Audio (Requires Sound System or House Patch)		\$ 80.00	X	
Shure Wireless Microphone (Requires Sound System or House Patch) <input type="checkbox"/> Handheld <input type="checkbox"/> Lav		\$ 255.00	X	
Small Sound System For Booth (Includes 1-12" Speaker, 4ch Mixer and Cabling)		\$ 355.00	X	
House Sound Patch (Includes Room Sound System, 4ch Mixer & Cabling)		\$ 360.00	X	

Power	Qty	Standard Rate	Number of Days	Total
Booth Power (120V Single Phase -Dedicated 5 AMPs)		\$ 185.00	x	
Extension Cord		\$ 21.00	x	
Power Strip		\$ 21.00	x	
Table Top Power Center( USB & Edison Outlets )		\$ 45.00		

Internet	Qty	Standard Rate	Number of Days	Total
Wireless Internet Connection		\$ 18.00	x	
Wired Internet Connection ( Quote available after discussion of IT requirements )		*	x	

Miscellaneous	Qty	Standard Rate	Number of Days	Total
Conference Phone		\$ 220.00	X	
Direct TV Cable Box (Must be ordered 7 days in advance)		\$ 500.00	X	

Functional and Decorative Lighting Options Available - Please consult with your PSAV Representative

Additional Equipment - Please call PSAV at 305.505.5296 for specialty equipment and services not listed.

Terms & Conditions		
<ul style="list-style-type: none"> <li>➤ Please allow 72 hours to confirm your order. If you do not receive a confirmation from PSAV, your order has not been received.</li> <li>➤ Credit card is the accepted form of payment and all card information will be captured upon approval of your order.</li> <li>➤ Products and services will not be provided without client approval and over-the-phone credit card authorization.</li> <li>➤ Sales taxes are estimated and are subject to charges on all equipment and labor where applicable.</li> <li>➤ The prevailing sales tax rate will be applied at the time the customer's credit card is charged.</li> </ul>	Required Set/Strike Technician	\$110
<p><b>IMPORTANT: PSAV Cancellation Policy - All cancellations must be submitted in writing.</b> 7-day notice required to avoid a charge of 50% of the order total. Cancellations received less than 72 hours prior to the day of scheduled delivery (including no shows) are subject to the full amount of the order.</p>	4% LDW	
<p><b>Loss Damage Waiver (LDW)</b> is a product offering that protects customers from the cost of replacing equipment in the event that it's lost, damaged or stolen while in their possession.</p>	24% Service Charge	
<p><b>Service Charge</b> Covers all of the support elements needed for your event, beyond equipment and dedicated labor, which are billed for separately. This includes an onsite event technology team that works seamlessly with the hotel to make your event a success. It also provides you with daily gear preparation, equipment testing, and technology consultation - before, during and after your event.</p>	7% Sales Tax	
<p><b>Tax Exempt Status</b> If you are exempt from payment of sales tax, we require an exemption certificate for the state of Florida.</p>		
<p><b>Labor Rates</b> Upon completion and submission of your equipment requests, labor will be billed at \$110/hour based on items ordered.</p>		
<p><b>Confirmation of Order</b> Final costs will be emailed to you. Once approved, over-the-phone credit card information will be collected.</p>		
	<b>Estimated Total</b>	\$