

Thank you for participating in SIBEC 2021!

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 & safe event. Please do not hesitate to contact

Janelle Worton
Event Operations Manager
jworton@questex.com
617-219-8301

OR
Chris Correa
Group Operations Director
ccorrea@questex.com
617-219-8374

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

Sincerely,

Robert Shannon
Event Director, SIBEC
rshannon@questex.com

GENERAL INFORMATION

TRANSPORTATION:

Included in your package is transportation to and from Phoenix Sky Harbor International Airport. Transportation will be provided for arrivals into PHX on **Monday, May 17th** and departures out of PHX on **Thursday, May 20th**.

If you have a special transfer inquiry for another airport, please email Chris Correa ccorrea@questex.com or Janelle Worton 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, April 30th in order to receive a transfer.**

HOTEL RESERVATIONS:

Included in your package are 3 nights' hotel accommodations (checking in 5/17 checking out 5/20) 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 or Chris Correa at ccorrea@questex.com

SIBEC has negotiated a group rate of **\$219 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.

Appointment System Deadlines <i>*subject to change</i>	
PROFILES OPEN	Monday, March 22nd
PROFILES CLOSE	Friday, April 16th
OPEN FOR MEETING SELECTIONS	Monday, April 26th
DEADLINE TO UPLOAD FLIGHT INFO	Friday, April 30th
CLOSED FOR MEETING SELECTIONS	Friday, May 7th
SCHEDULES AVAILABLE FOR PREVIEW	Wednesday, May 12th

The appointment system will open **for meeting selection Monday, April 26th**. 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, May 18th** 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 Monday, May 10th.

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

On-Site Recipient's Name

SIBEC/ May 17-20

Company Name

**Arizona Grand Resort & Spa
8000 S. Arizona Grand Parkway
Phoenix, AZ 85044**

All packages may be shipped to the following address to the attention of the individual who will be signing receipt of the package. **When you arrive to the resort, you may retrieve your package(s) by visiting the Business Center, which is located on the second level of the Conference Center, or by dialing ext. 86428 from any resort phone.** To confirm that your shipments have arrived, you may call the Business Center directly at 602-431-6428.

SET UP:

Suppliers will have access to the ballroom to begin setup of your table on **Monday, May 17th from 11:00am-6:00pm** and **Tuesday, May 18th from 7:00am-8:00am**. All tables should be ready by 8:00am on Tuesday, May 18th.

ELECTRIC:

All suppliers are responsible for their own electrical, if needed. Please arrange your electrical order directly with The Arizona Grand. Within this event manual, you will find the PDF order form. **You should order electric before arriving onsite.** Please submit the completed order form to michael.slider@Encoreglobal.com

HIGH SPEED INTERNET:

Wi-Fi is complimentary within the meeting space at The Arizona Grand. Please contact The Arizona Grand 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, May 19th 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, May 20th between 9:00am-5:00pm.

Outbound shipping: After the event has ended, if you wish to send any shipment back to your office you will need to obtain and complete a shipping form from the Business Center. Attach your shipping labels to your packages and call the Business Center at 602-431-6428 for pickup. Shipments will not be sent if an Arizona Grand shipping form is not completed.

COVID-19:

The SIBEC team will be conducting temperature checks upon arrival at registration and each morning before breakfast. In addition to requiring masks at all SIBEC scheduled events, including nightly outdoor receptions.

Masks are to be worn indoors at all times, including 1-1 meetings. Masks are not required when sitting down at reception tables to dine. Masks will be strictly enforced onsite, we appreciate your cooperation and understanding.

Once onsite, the SIBEC team will provide a show bag including health & safety items, as well as each delegate's personal show directory.

Social distancing will be encouraged and expected amongst SIBEC attendees and increased sanitation by both the SIBEC team and Hotel Staff members will be implemented.

There is a communication plan in effect with a local hospital, should you come to feel ill. Please do not attend SIBEC if you are sick.

It is our top priority to ensure everyone feels safe while attending SIBEC, please email Janelle Worton at jworton@questex.com should you have any further questions.

Event Schedule *Subject to Change

Monday, May 17th- Arrival Day

11:00am - 6:00pm Registration | Supplier Move-In
7:00pm - 9:00pm Welcome/Networking Dinner Reception

Tuesday, May 18th- One to One Appointments

8:30am - 9:30am Networking Breakfast *hosted by Therabody*
9:40am - 10:50am One-to-One Appointments
10:50am - 11:05am Networking Break
11:10am - 12:20pm One-to-One Appointments
12:30pm - 1:30pm Networking Lunch
1:35pm - 2:45pm One-to-One Appointments
2:45pm - 3:00pm Networking Break
3:05pm - 3:50pm One-to-One Appointments
4:00pm - 7:00pm Rest & Relaxation: Enjoy the Resort
7:00pm - 9:00pm Dinner Reception

Wednesday, May 19th- One to One Appointments

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 - 2:45pm One-to-One Appointments
2:45pm - 3:00pm Networking Break
3:05pm - 3:50pm One-to-One Appointments
4:00pm - 7:00pm Rest & Relaxation: Enjoy the Resort
7:00pm - 9:00pm Farewell Dinner Reception

Thursday, May 20th- All Day Departures

Top Tips for Suppliers Attending SIBEC 2021

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.

AT SIBEC

6. 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.

7. 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.

8. 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.

9. Have Fun and Be Safe 😊

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

Please email all completed forms to Michael Slider at michael.slider@encoreglobal.com Please order Electric before arriving onsite, you will just need your company name to do so. Table number not required.

		AUDIOVISUAL EXHIBIT ORDER FORM Arizona Grand Resort & Spa 8000 Arizona Grand Pkwy, Phoenix, AZ 85044 PLEASE PRINT LEGIBLY			
Please return completed order forms : michael.slider@encoreglobal.com					
COMPANY NAME:		CONVENTION NAME:			
SETUP DATE & TIME:	REMOVAL DATE & TIME:	BOOTH/ SUITE/ ROOM:			
BILLING ADDRESS:		CITY:		STATE & POSTAL CODE:	
CONTACT NAME:		PHONE:		FAX:	
EMAIL ADDRESS:		ON-SITE CONTACT:			
AUDIO VISUAL PACKAGES:		DAILY RATE:	QTY:	DAYS OF USE:	TOTAL:
PROJECTION PACKAGE: TRIPOD SCREEN, CART,CABLING, AND PROJECTOR		\$612			
PROJECTION SUPPORT PACKAGE: TRIPOD SCREEN, CART, AND CABLING		\$180			
32" LCD & TABLE TOP STAND:		\$335			
55" LCD & MOBILE STAND PACKAGE		\$725			
LAPTOP COMPUTER:		\$225			
WIRELESS PRESENTER/ LASER POINTER:		\$65			
19" FLAT PANEL COMPUTER MONITOR		\$140			
Misc. Video (HDMI, VGA, SDI, Adapters)		Contact For Pricing			
Audio Speaker		\$108			
EXHIBIT BOOTH POWER:					
10 AMP CIRCUIT		\$85			
20 AMP CIRCUIT		\$130			
SINGLE PHASE 60 AMP		\$279			
THREE PHASE 60 AMP		\$435			
THREE PHASE 100 AMP		\$735			
THREE PHASE 200 AMP		\$1,460			
LABOR:					
SET/STRIKE LABOR		\$95 PER HOUR			
				SUBTOTAL:	#REF!
<p><small>*The rental rates listed are subject to labor charge, 25% hotel service charge, and sales tax. You will receive a confirmation email with an order listing the itemized equipment reserved for your event. Building utility outlets are not part of the booth space and are not to be used by Exhibitor unless otherwise specified. All equipment must be properly tagged and wired with the complete information as to the type of current, voltage, phase, cycle, horse power, etc., and must comply with all Federal, State and City regulations. Claims will not be considered unless filed by Exhibitor prior to the close of exposition. Only Camelback Inn house electricians shall make special or direct wiring connections. Exhibitor's cords must be of the 3-wire grounded type (open clips, sockets, latex and lamp cord wire are not permitted). The Camelback Inn will not be responsible for voltage fluctuation or power failure due to temporary conditions. Credit will not be given for outlets installed and not used.</small></p>					
NAME ON CARD:		Card Type			
CREDIT CARD NUMBER:					
EXPIRATION DATE:		SECURITY CODE:			
AUTHORIZED SIGNATURE:		DATE:			
<p>* I understand that I will be held fully liable for any damage to or loss of the above listed equipment.</p>					

All services are billed per quantity per day. Orders and payments must be received (2) week before delivery/setup to qualify for the listed pricing above. LAST MINUTE REQUESTS ARE SUBJECT TO AVAILABILITY and receive an additional fee. Basic Power is required for any Exhibitor in need of electricity. Proper voltage & amperage requirements remain the exhibitors responsibility. All orders are subject to 8.8% sales tax. Please scan this form to the email listed above.