



## **First-Time Exhibitor Benefits**

**IWF offers a “First Time Exhibitor” benefits program for companies who are participating for the first time as an exhibitor. This is to ensure that your first year as an IWF exhibitor is the best experience possible. Exhibitors receive:**

- **Access to the latest industry innovations and emerging trends**
- **Direct connections to industry experts and peers**
- **Opportunities to increase sales and brand exposure**
- **A streamlined exhibit process that saves you time and money so you can focus on what matters most**

**Exclusive First-Time Exhibitor Benefits Include:**

- **Quick useful information for First-Time Exhibitors on [IWF website](#)**
- **Direct contact and show planning ‘hot tips’ from IWF Management Team**
- **Turn-Key Booth Selections to make exhibiting at IWF 2018 easier**
- **Recognition online at *myIWF Official Show Directory* including a special icon and Quick List option**
- **Recognition as a First Time Exhibitor in the *2018 IWF Preview Guide***
- **Preshow email to attendees spotlighting First Time Exhibitors**
- **Recognition as a First Time Exhibitor in *The Digital Atlanta Advantage Magazine***
- **Recognition as a First Time Exhibitor in the *IWF 2018 Pocket Guide***