GENERAL INFORMATION

SUITE PACKAGE
TABLE PACKAGE:
Your table package includes (1) 6’ draped table; your table will be (6’x30”) 6ft wide by 30” in depth, 1-3 standard chair(s) (# based on delegate package), 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.

SET UP
Suppliers will have access to the ballroom to begin setup of your table on Tuesday, June 20th from 3:00pm to 5:00pm and Wednesday, June 21st from 6:30am to 7:30am. All tables should be ready by 7:30am Wednesday morning.

SHIPPING
Please ship any materials to the following address. The following information must be included on all packages to ensure proper delivery.

<table>
<thead>
<tr>
<th>(Guest Name) (Guest Cell Number)</th>
<th>c/o FedEx Office at Fairmont Scottsdale Princess</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7575 E Princess Dr.</td>
</tr>
<tr>
<td></td>
<td>Scottsdale, AZ, 85255</td>
</tr>
<tr>
<td></td>
<td>LTA ULTRA Summit/ COMPANY NAME</td>
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</tbody>
</table>

*Please see the attached shipping pamphlet for additional information regarding pricing and FedEx hours of operation.*

DISMANTLE
Dismantle begins Thursday, June 22nd after the last meeting at 11:50am. To expedite the process for outbound shipments, please bring pre-labeled and completed outbound shipping labels for each of your packages. You can bring all your outbound shipments to the FedEx, located onsite, before your departure.

ELECTRIC
All suppliers are responsible for their own electrical if needed. Please arrange your electrical order and payment directly with the Fairmont Scottsdale Princess via email or call Varay Porter, varay.porter@encoreglobal.com or O+ 1-623-522-4086.

HIGH SPEED INTERNET
Wi-Fi is complimentary within the meeting space at Fairmont Scottsdale Princess. If you would like to purchase a hard line for your table, please contact the Fairmont Scottsdale Princess via email or call Varay Porter, varay.porter@encoreglobal.com or O+ 1-623-522-4086.

BROCHURES
It is recommended that marketing collateral is limited to (100-125) pieces per table. Suppliers are encouraged to carry-in their materials on the day of the event. For those suppliers purchasing electricity, consider bringing a laptop to showcase company products/services during your one-to-one appointments.

SUPPLIER BADGES
Please pick up your badges and welcome packet at the LTA Ultra Summit registration on Tuesday, June 20 from 1:00pm to 5:00pm.
GENERAL INFORMATION

APPOINTMENT SETTING
The appointment system will open for selections on Wednesday, May 17th, 2023, and close on Friday, June 9th, 2023. Both suppliers and buyers will be able to rank those who they are interested in meeting with. The system will auto-match appointments based on your rankings.

All finalized appointment schedules will be provided on Wednesday, June 21st, at breakfast. Each appointment will be ten minutes in length followed by five minutes for the buyers to transition to their next appointment.

Appointment System Deadlines

Profiles Open for Updates  April 25, 2023
Profiles Close for Updates  May 08, 2023
Open for Selections  May 17, 2023
Closed for Selections  June 06, 2023
Schedule available for preview  June 16, 2023

HOTEL RESERVATIONS
We have rooms set aside at the Fairmont Scottsdale Princess for participating suppliers. For hotel reservations, please click here to book online for the nights of June 19th, 20th, and 21st. Should you require additional accommodations (e.g., additional nights, special requests), please contact the Fairmont Scottsdale Princess’s Reservations Team directly at 1(480)585-4848, as they are more than happy to assist based on availability.
TOP TIPS FOR SUPPLIERS ATTENDING ULTRA

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

BEFORE

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.

MAXIMIZE YOUR SALES OPPORTUNITIES
Be sure your profile within the appointment system is completed accurately. Your company profile will be read by advisors when choosing their meetings and will also be featured on the event app which advisors use as a resource.

RESEARCH THE ADVISORS
Get to know the advisors attending Ultra 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 Ultra as possible. Advisors tell us that it really impresses them when a supplier has done their homework and done their research prior to the meetings.

MEETINGS PREPARATION
Prepare for each meeting with a list of questions you’d like to ask each advisor. The key is to establish where there is a connection between your products and/or services and the advisor’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 advisor. 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 advisors will sit through a minimum of 25 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.

WHAT TO BRING TO ULTRA
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 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 advisors samples, it is best if you send these to their offices after Ultra, so they do not have excess baggage to take back with them.
TOP TIPS FOR SUPPLIERS ATTENDING ULTRA

AT ULTRA

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 always punctual 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 advisors who have available appointments at an additional cost. To inquire come by the Ultra Hospitality Desk once you’ve received your finalized schedule.

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. Advisor and supplier name badges are color-coded so that it is easy for you to tell who an advisor is. Photos of all delegates are included in the event app, so you can easily identify people at the event. We are always also onsite to assist with introductions as needed.

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.

HAVE FUN
We are sure that you will make many new and long-lasting business relationships and friendships with many of the delegates at the event.

AFTER ULTRA

FOLLOW UP
Previous suppliers, who had great success from Ultra, have indicated that the best way to follow up with the advisors 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 advisors do not respond right away, keep following up. We have specifically asked the advisors to be honest and tell you if they have interest or not. This way you can spend time serving those with the most interest in taking discussions further.
CONTACT US

To ensure your participation in the LTA Ultra Summit goes smoothly, we have prepared this Event Services Manual with information and services available for your success at the event.

Our goal is to provide excellent service. Please do not hesitate to contact any member of our team with questions regarding the event.

**RACHEL SCHIFF**
Event Operations Coordinator  
E: rshiff@questex.com  
P: 212-895-8410

**LAURIEL WRIGHT**
Event Operations Manager  
E: lwright@questex.com