

LUXURY TRAVEL ADVISOR'S
ULTRA
SUMMIT

SUPPLIER SERVICES MANUAL

MAY 8-10, 2024
PGA NATIONAL RESORT
PALM BEACH GARDENS, FL

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 Wednesday, May 8th from 1:00pm to 5:00pm. All tables should be ready by 8:40am on Thursday morning.

SHIPPING

You may ship packages to our main address:

ULTRA / Company Name
c/o Kylee Swenson
PGA National
400 Avenue of the Champions
Palm Beach Gardens, FL 33418

DISMANTLE

Dismantle begins Friday, May 10th at 3:00pm. **To expedite the process for outbound shipments, please bring pre-labeled and completed outbound shipping labels for each of your packages.**

ELECTRIC

All suppliers are responsible for their own electrical if needed. Please arrange your electrical order [using this link](#).

HIGH SPEED INTERNET

If you would like to purchase a hard line for your table, please contact the PGA National Resort via email or call Graziella Del Grande, Graziella.delgrande@encoreglobal.com or M +1 561 373 3391.

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 desk on Wednesday, May 8th from 1:00pm to 5:00pm.

APPOINTMENT SETTING

The appointment system will open for selections on Wednesday, April 10th, 2024, and close on Friday, April 26th, 2024. Both suppliers and buyers can rank those they are interested in meeting with. The system will auto-match appointments based on your rankings.

All finalized appointment schedules will be provided on Thursday, May 9th, 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 *subject to change

Profiles Open for Updates	03/13/2024
Profiles Close for Updates	03/29/2024
Meeting Selections Open	04/10/2024
Meeting Selections Close	04/26/2024
Preview Schedule	05/03/2024

HOTEL RESERVATIONS

We have rooms set aside at the PGA National Resort for participating suppliers. For hotel reservations, please [click here](#) to book online for the nights of May 8th and 9th or call 844-821-0028. If you are calling to make a reservation, please reference the name **Ultra Supplier** and the group's booking Id number: **050624ULL**. This will make the booking process a quick and smooth booking experience. Should you require additional accommodation (e.g., additional nights, special requests), please contact the PGA National Resort Team directly, 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 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.

EVENT MOBILE APP

Be sure to download the ULTRA Summit app and use it as your event directory. In the app you will find advisor profiles, access to the full event agenda, networking information, and resorts details. You will receive an email a few days before the event with download instructions or visit ltaultrasummit.com. Full advisor profiles will be available for download in PDF format before the end of the show and the app will be live for one month post-event.

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 Supplier 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.

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