



SIBEC SUPPLIER EVENT SERVICES MANUAL

OCTOBER 16 - 18, 2023
THE WESTIN GALLERIA DALLAS
DALLAS, TEXAS

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Contact Us

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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General Information

1. TABLE PACKAGE:

Your table package includes (1) 6' 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.**

2. SET UP:

Suppliers will have access to the ballroom to begin setup of your table on Monday, October 16 from 1:00pm – 5:00pm and Tuesday, October 17 from 6:30am – 8:00 am. All tables should be ready by 8:00 Tuesday morning.

3. SHIPPING:

Please ship any materials to the following address. The following information and package label **must** be included on all packages to ensure proper delivery. The hotel charges packages and pallets per pound. Please contact Stacie Escobar at stacie.escobar@westin.com for questions and credit card link for payment.

The Westin Galleria Dallas

13340 Dallas Parkway

Dallas, Texas 75240

Sibec / October 16-18

Hold for: [your COMPANY name]

Shipments will not be accepted more than 72 hours in advance of the Program. Storage for boxes received more than (3) three days prior to the group's (or recipient's) arrival will be charged a fee of \$10 per box per day, and \$75 per pallet per day.

4. DISMANTLE:

Dismantle begins Wednesday, October 18 after the final 1:1 meeting concludes at 2:00pm. To expedite the process for outbound shipments, please bring pre-labeled and completed outbound shipping labels for each of your packages. Pick-up outbound packages by all providers and non-standard couriers must be coordinated by the supplier and pick-up should be scheduled for Wednesday, October 18 between 2:00pm and 5:00pm. **The hotel does not ship out packages or arrange for pickup.**

Once you have labeled and taped your boxes, please leave the boxes on your table and the hotel will collect them.



5. ELECTRIC AND AUDIO VISUAL:

All suppliers are responsible for their own electrical, if needed. Please place your electrical orders here:

<https://eventnow.encoreglobal.com/>. Early bird discount of 15% applied to all orders placed 21 days prior to the event.

6. HIGH SPEED INTERNET:

Wi-Fi is complimentary within the meeting space at The Westin Galleria Dallas. If you would like to purchase a hard line for your table, please place your internet order here: <https://eventnow.encoreglobal.com/>. Early bird discount of 15% applied to all orders placed 21 days prior to the event.

7. BROCHURES:

It is recommended that marketing collateral is limited to (50-75) 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.

8. SUPPLIER BADGES:

Please pick up your badge at the Sibec registration desk on Monday, October 16 between 1:00pm and 5:00pm.

9. SIBEC PORTAL:

The Sibec Portal is called the Hosted Buyer System (HBS). It will open for selections on September 25, 2023 and close October 6, 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 Tuesday, October 17th after breakfast. Each appointment will be twenty minutes in length followed by five minutes for the buyers to transition to their next appointment.

HBS Deadlines **subject to change*

Profiles Open for Updates	September 5, 2023
Profiles Close for Updates	September 19, 2023
Open for Selections	September 25, 2023
Closed for Selections	October 6, 2023



Schedule available for preview

October 13, 2023

10. HOTEL RESERVATIONS:

Included in your package are 2 nights' hotel accommodations (October 16 and 17). Should you wish to arrive prior to the event or stay additional nights after the event, you must contact Sadie Sauter with your requested dates at ssauter@questex.com. A group rate will be made available for pre- or post-event stay options based upon the hotel's availability.

11. TRANSPORTATION:

Included in your package is transportation to and from Dallas Fort Worth International Airport (DFW). Transportation will be provided for arrivals into DFW on Monday, October 16 and out of DFW Wednesday, October 18. Please be sure to update your HBS profile with your accurate flight details. **IMPORTANT: Those arriving or departing outside of the above-listed dates or to/from an alternate airport will be responsible for their own transportation.**



Top Tips for Suppliers Attending Sibec Autumn

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

Be sure your profile within HBS is completed accurately. 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 HBS. In particular, 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 products and/ or 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 -

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 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 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. We are always 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

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 SIBEC Autumn -

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 way you can spend time serving those with the most interest in taking discussions further.