

Sibec
AMERICAS

Supplier Event Services Manual

May 19-22, 2024

The Langham Huntington | Pasadena, CA

General Information

SUITE PACKAGE

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.**

SET UP

Suppliers will have access to the ballroom to begin setup of your table on Sunday, May 19th from 1:00pm – 5:00pm & Monday, May 20th from 8:00am – 10:00am. All tables should be ready by 10:00am Monday morning.

SHIPPING

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

The Langham Huntington
1401 South Oak Knoll Avenue
Pasadena, CA 91106-4508
Attention: Linet Alexanian
Sibec Americas, May 19-22
Hold for: [YOUR NAME] & [SUPPLIER COMPANY NAME]
Box__ of__

Please do not send boxes more than 3 days in advance of the program. All packages incur outbound handling fees. Any shipping questions or concerns should be directed to linet.alexanian@langhamhotels.com.

DISMANTLE

Dismantle begins Tuesday, May 21st after the supplier showcase concludes at 4:45pm.

ELECTRIC/AUDIO VISUAL

All suppliers are responsible for their own electrical and audio visual, if needed. Please arrange your electrical order, equipment, etc. and payment directly with ENCORE AV. Please contact Samantha Hernandez at samantha.hernandez@encoreglobal.com.

HIGH SPEED INTERNET

Basic Wi-Fi is complimentary within the meeting space at Langham Huntington. If you would like to purchase a hard line for your table, please contact Samantha Hernandez at samantha.hernandez@encoreglobal.com.

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 badge at the Sibec registration desk on Sunday, May 19th between 1:00pm and 5:00pm.

SIBEC PORTAL

The Sibec Portal is called the Hosted Buyer System (HBS). It will open for selections on **April 29th, 2024 and close May 10th, 2024**. 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.

General Information

All finalized appointment schedules will be provided on Monday, May 20th after breakfast. Each appointment will be 20 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 | 3/25/2024 |
| Profiles Close for Updates | 4/12/2024 |
| Open for Selections | 4/29/2024 |
| Closed for Selections | 5/10/2024 |
| Schedule available for preview | 5/14/2024 |

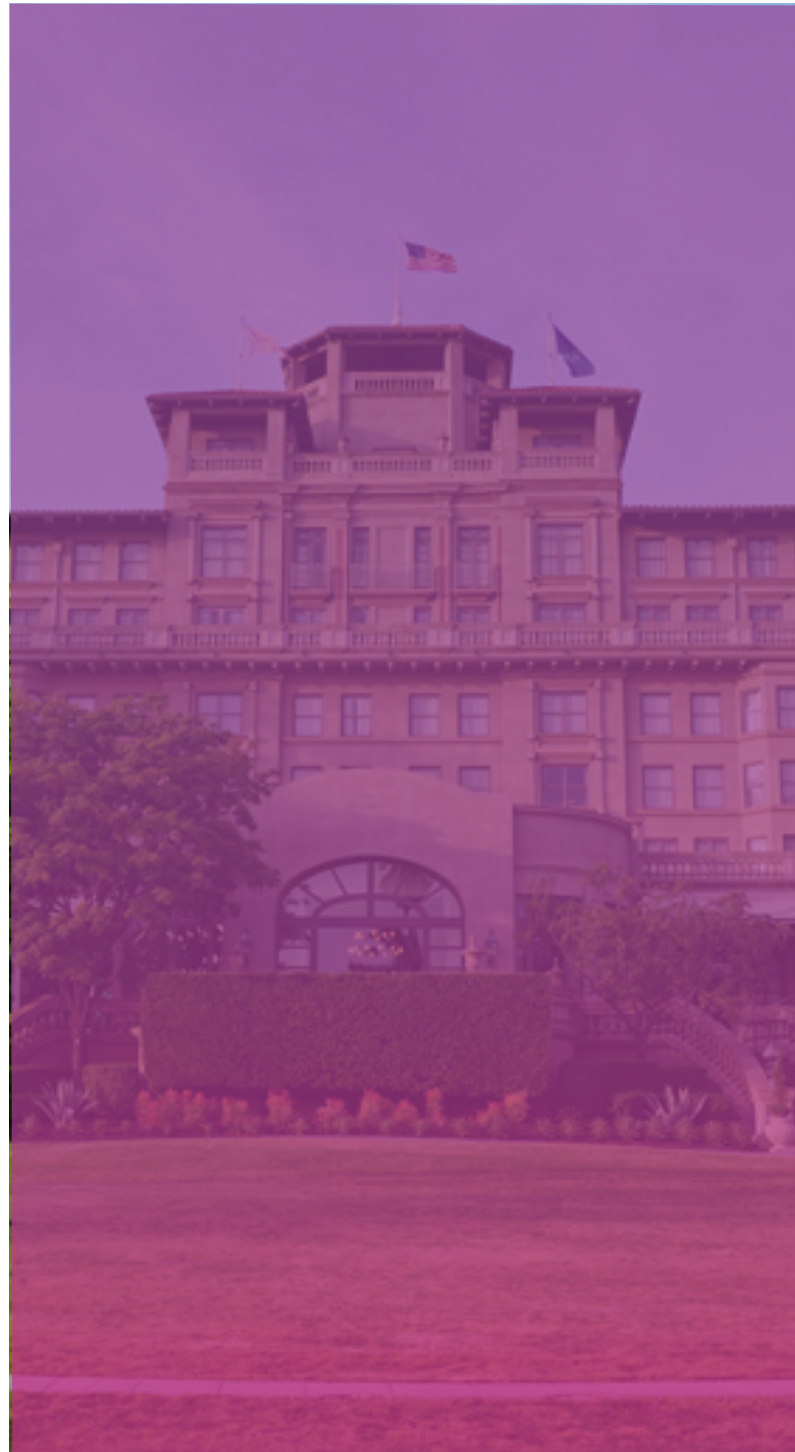
HOTEL RESERVATIONS

Included in your package are 3-nights hotel accommodations (5/19, 5/20, 5/21). 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.

TRANSPORTATION

Included in your package is transportation to and from **Los Angeles International Airport (LAX) and Hollywood Burbank Airport (BUR)**. Transportation will be provided for arrivals into LAX & BUR on Sunday, May 19th and out of LAX & BUR Wednesday, May 22nd. 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.

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Top Tips for Suppliers Attending Sibec Americas

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 AMERICAS

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 HBS is completed accurately. Your company profile will be read by buyers when choosing their meetings and will also be in the event mobile app and printed directory which buyers use as a resource throughout the year.

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.

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.

WHAT TO BRING TO SIBEC AMERICAS

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.

Top Tips for Suppliers Attending Sibec North America

AT SIBEC AMERICAS

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.

NETWORK WITH THE BUYERS

During the breakfasts, lunches, and receptions, be 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 app and directory so you can easily identify people at the event. Event staff are always on site 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.

EVENT MOBILE APP

Be sure to download the Sibec Events app and use it as your event directory. In the app you will find buyer 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 sibecamericas.com. Full buyer 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.

AFTER SIBEC AMERICAS

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 an interest or not. This way you can spend time serving those with the most interest in taking discussions further.



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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