



December Exhibitor Newsletter

Don't Miss These Important Deadlines After the New Year!

Early Rate Deadline for [Lead Retrieval](#) – January 2

Online Exhibit Hall – January 17

Ensure your [full company profile](#) is accessible online and included in the printed Show Directory. While some information from last year's event may have been preloaded, it's crucial that you log in to review and confirm all details are accurate. Please don't assume last year's information has been automatically or correctly transferred. If your company profile is incomplete or blank, only your company name and address will be displayed online and printed in the show directory.

Show Directory Ads – January 17

The [show directory](#) serves as a lasting reference and trusted buying resource long after IPC APEX EXPO ends. It's the ultimate platform for connecting your brand with customers actively seeking solutions for their manufacturing needs.

Advertisement Boards – January 17

[Advertisement Boards](#) showcase your company's message with a custom-designed meter board (1-meter-wide x 2.5 meters high), strategically positioned along the Main Aisle of the exhibit hall. These double-sided signs ensure maximum visibility to purchase-authorizing professionals.

Exhibitor Product Showcase Corridor – January 17

Highlight More Than Just New Products! Are you featuring a new product, launching a service, or showcasing a top-selling or standout item at the show? Amplify your presence with a custom-designed display board in the [Exhibitor Product Showcase Corridor](#). It's a perfect opportunity to spotlight your offerings, maximize visibility, and elevate your brand!

Exhibitor Registration – NOW OPEN

Save time on-site and [register](#) your booth personnel online in advance of the show!

Complimentary Conference Registration

Each exhibiting company is eligible to receive one complimentary Full-Conference registration – a valuable benefit you can use for your own team or, even better, offer to a key customer. This is an opportunity to access cutting-edge insights from world-renowned researchers, available exclusively at IPC APEX EXPO, the industry's premier technical conference.

Exhibitor Manual – Now Available!

Follow the instructions below to access the online kit

- Go to the [Exhibitor Service Manual](#)
- Select the orange button "Login in for Online Ordering"
- Username: **Enter Your Email Address**
- Enter Password: **IPC25** (you will have the opportunity to change your password after you login)

Questions? Refer to the following list to find your assigned concierge zone. This concierge will be your primary contact for all Shepard services for IPC APEX EXPO.

Phone Numbers

Domestic: 888-796-0642

International: 011-702-507-5278

Email: concierge@shepardes.com

Zone 1 - Aisles: 500-2900

Kim Perryclear

Mobile Number: 443-336-1081

Zone 2 - Aisles: 3200-4900

Alisha Williams

Mobile Number: 770-568-9647

Exhibitor Move-In

Exhibitor move-in for IPC APEX EXPO follows a targeted schedule, meaning each exhibitor is assigned a specific date and time for their shipments to arrive. This scheduled target time indicates when your freight unloading will begin at some point during the allotted time frame. Refer to the [target move-in plan](#) for the day and time scheduled for your booth.

Move-In Deadline – plan your travel accordingly

All booths must be occupied and completely set up by 5:00 pm on Monday, March 17. Exceptions will be granted providing advance notification is sent to KimDiCianni@ipc.org. If notification of late move-in is not submitted in advance of move-in and space is not completely set by 5:00pm on Monday, March 17, the space will be considered abandoned and Show Management will repurpose the space as they see fit.

Target Change Requests

If you would like to request a change in your assigned target date/time for move-in, please complete the target change request form located in the exhibitor service manual no later than **February 7**. All requests will be reviewed and responded to within one week. Please note, completion of this form does not automatically guarantee approval of request. While Shepard will attempt to honor all requests, some requests may not be granted due to logistical considerations, booth locations, dock availability and labor demands.

Off Target Shipments

If shipments are received outside of your assigned target move-in time, surcharges will apply. All trucks delivering shipments to show site must arrive at the marshaling yard 2 hours prior to the start of the target time. Additionally, trucks missing their target time will be unloaded on a first come, first serve basis after the trucks are unloaded during their target time.

Carpeting/Booth Vacuuming

Please note, vacuuming is not included in carpet rental fees. Although carpeting is installed clean, we highly recommend ordering booth vacuuming prior to the show opening or opting for a protective covering (visqueen) to maintain carpet cleanliness and protect it from debris during move-in. Both visqueen and booth vacuuming can be ordered through the exhibitor service manual.

Booth Display Regulations

Please be sure to carefully review all of the [booth display regulations](#) before proceeding with the design of your exhibit and be sure to share this information with your exhibit house to ensure your booth is compliant. All exhibit booths must comply with the published exhibit booth display regulations. Any booth found in violation of these regulations will be required to make the necessary modifications to achieve compliance - variances will not be granted for any booth regardless of circumstances.

Complimentary Marketing Materials

To help you promote your presence at IPC APEX EXPO via social media (X, Facebook, LinkedIn, and Instagram), we have created sample social media posts for you to use. Download the [Social Media Toolkit](#) for these sample posts, or feel free to create your own posts and be sure to use the hashtag: #IPCAPEXEXPO!

Tradeshaw Marketing Tips

Download our [Tradeshaw Marketing Tips](#) to effectively maximize your impact, attract more attention, and ensure your brand leaves a lasting impression on attendees.

NEW This Year! Learning Lounge on the Show Floor!

Join us in the [Learning Lounge](#) for these free sessions to help your business succeed, topics include:

Designing Effective Training for the Electronics Manufacturing Industry

Building Regional Workforce Ecosystems in Electronics Manufacturing: Integrating Education, Industry, and Workforce Development

Maximizing Returns: The ROI of Training in Electronics Manufacturing

Implementing and Funding Regional Workforce Ecosystems in Electronics Manufacturing

Upcoming Deadlines

Be sure to review the complete list of [important dates deadlines](#) and add them to your calendar so you don't miss critical deadlines that can save you money.