

March 2024 Exhibits Report
Submitted by Tara Hrysak

First huge Thank you to:

Bertha, Sherry for their assistance through out with website, cheques, e-payments, etc.

Kristi for helping run exhibits Wednesday through Friday. As well as helping with our balloon structure.

Thank you to the whole board that helped with answering questions and referring people to me for booths.

Work Completed

Exhibits 2024 Convention

- We were able to fill all 124 booths!!! (One booth for PDTCA) We had a waitlist too. We did have two pre-show cancelations and were able to fill those with the waitlist.
- One booth was unable to make it due to medical issues
- One booth was a no show. They were bringing payment to the show, however have now ghosted and are choosing not to pay.
- We welcomed the Dodge Jeep Dealers of Alberta again and welcomed a \$4000 extra with the addition of them.
- Attended CCTCA on the Thursday. Attended Jared Cooney Horvath session. Walked exhibits floor and networked with booths not at our convention this year.
- Jenn, Jill and I met with Ursula from CTCC on Thursday February 15th to discuss concerns about show service brought up by CCTCA that day.
- Jenn and I met with Amanda, Steven from Global Show Services and Ursula from CTCC on Tuesday February 20th to go through our show plan and address and issues that came up the following week.
- Convention Day went well. Great communication between CTCC, Global Show Service and us. Good response from Exhibitors. Here is an example of an email:

"Hello Tara,

I just wanted to let you know how much we enjoyed the Palliser Conference! You did a terrific job organizing the conference and everyone involved was so friendly and welcoming.

We would definitely like to return next year. Please keep me on your mailing list."

– Karen from Classsolver

	Actual	Budget
Exhibits costs	71,399.50	70,000
Exhibits fees	75,172.21	70,000

Work In Progress

- Show service has been contacted regarding new contract and prices. It has been requested that a detailed breakdown of cost be provided. All in costs and a breakdown per booth.

Recommendations for 2025

- Work with CCTCA to coordinate booths and share more information.
- Look at having a further diverse booth selection.
- Look into more FNMI content booths.
- Look at booth prices from Global/CTCC and **adjust booth prices to cover costs.** Increase of at least \$20 will be necessary.
- Follow up on new exhibitor leads for 2025.
- Open registration in May.
- Physical maps of entire space/where rooms are for inside the exhibits space.

