



Salt Lake City Exhibitor Academy

Tuesday, July 24

1:00pm – 5:00pm: Exhibitor Education

- Welcome by Scott Beck, Visit Salt Lake President & Liz Crawford, RV Industry Association SVP Trade Shows & Events
- Branding & Merchandising Your Booth
- How to Work with Media
- Salt Palace Logistics: Moving in and out of your exhibit space
- Exhibitor Services Overview with Freeman Decorating
- NEW Sponsorship Opportunities
- Outdoor Recreation Opportunities with Your Customers
- Q&A

6:00pm: Hosted Dinner by Visit Salt Lake

9:00pm: Hospitality & Fireworks

Wednesday, July 25

7:00am – 8:30am: Breakfast at the Salt Lake City Marriott at City Creek

8:30am – 10:00am: Salt Palace Convention Center Tour

10:00am – 11:00am: City Tour hosted by Visit Salt Lake

11:30am: Departures or tours upon request for hotels, special event venues, etc.