



**Spatec**  
NORTH AMERICA

# **Supplier Event Services Manual**

September 7 – 10, 2025

Pier Sixty-Six, Ft. Lauderdale, FL

# 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, September 7th from 1:00pm – 5:00pm and Monday, September 8th from 7:00am-8:45am. **All tables should be ready by 9:00 AM Monday morning.**

## SHIPPING

Please ship any materials to the following address. The following information must be included on all packages to ensure proper delivery. Shipping and receiving hours of operation are Monday- Friday 8am- 6pm.

FOA: Taylor Cornwell / Irene Edwards  
2301 SE 17th Street  
Fort Lauderdale, Florida 33316  
Questex / Spatec September 7-10  
Hold for: [YOUR NAME] & [COMPANY NAME]  
Box \_\_ of \_\_

**Please do not send in boxes more than 5 days in advance of the Program. Any shipments exceeding this period will incur a storage fee based on the weight.**

## DISMANTLE

Dismantle begins Tuesday, September 9th after the supplier showcase concludes at 3:30pm. Once you have labeled and taped your boxes, please leave the boxes on your table and the hotel will collect them.

## 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 Pinnacle Live. Please contact Olga Kostylieva at [olga.kostylieva@pinnaclelive.com](mailto:olga.kostylieva@pinnaclelive.com).

## HIGH SPEED INTERNET

Wi-Fi is complimentary within the meeting space at Pier Sixty-Six. If you would like to purchase a hard line for your table, please contact Please contact Olga Kostylieva at [olga.kostylieva@pinnaclelive.com](mailto:olga.kostylieva@pinnaclelive.com).

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# General Information

## 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 Spatec North America registration desk on Sunday, September 7th between 1:00 PM and 5:00 PM.

## SPATEC PORTAL

The Spatec North America Portal is called Grip. It will open for selections on July 28th 2025 and close August 29th, 2025. Both suppliers and buyers will be able to select those who they are interested in meeting with. The system will auto-match appointments based on your selections.

All finalized appointment schedules will be provided on Monday, September 8th after breakfast. Each appointment will be twenty minutes in length followed by five minutes for the buyers to transition to their next appointment.

### Grip Deadlines \*subject to change

Profiles Open for Updates	<b>July 28, 2025</b>
Profiles Close for Updates	<b>August 15, 2025</b>
Open for Selections	<b>August 18, 2025</b>
Closed for Selections	<b>August 29, 2025</b>
Schedule available for preview	<b>September 4, 2025</b>

## HOTEL RESERVATIONS

Included in your package are accommodations from September 7th-9th with check out on September 10th. 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. All shoulder dates or no-event dates will be at the supplier's expense.





# Top Tips for Suppliers Attending Spatec North America

The Spatec format is a simple and effective way to do business with a select group of top industry buyers. Some of you have attended Spatec several times and are familiar with the format but many are new to the concept. We hope you find these tips useful.

## BEFORE SPATEC NORTH AMERICA

### 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 onsite app directory which buyers use as a resource throughout the year.

### RESEARCH THE BUYERS

Get to know the buyers attending Spatec North America 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 Spatec 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 SPATEC NORTH AMERICA

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 Spatec, so they do not have excess baggage to take back with them.

# Top Tips for Suppliers Attending Spatec North America

## AT SPATEC NORTH AMERICA

### 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 Spatec North America Hospitality Desk once you've received your finalized schedule.

### 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 onsite app directory, so you can easily identify people at the event. We are always onsite 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

## AFTER SPATEC NORTH AMERICA

### FOLLOW UP

Previous suppliers, who had great success from Spatec North America, 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.

### **IRENE EDWARDS**

Event Operations Manager

**E:** [iedwards@questex.com](mailto:iedwards@questex.com)

### **SADIE SAUTER**

Event Operations Coordinator

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