



iSPA.
CONFERENCE

Dream

**EXPERIENCE CENTER
PLANNING GUIDE**

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A WAY TO CONNECT THAT'S MORE THAN MEETS THE EYE.

ISPA EXPERIENCE CENTER SPACE

The ISPA Experience Center allows attendees to explore the spa industry's leading brands and innovations through engaging activities, treatments and visual displays. This area is located in the Phoenix Convention Center. ISPA looks forward to helping sponsors activate customized spaces that showcase each unique brand and provide a memorable experience for attendees.



EXPERIENCE CENTER ROOMS

121 A	1,500 sqft / 54' x 29'
121 B	1,560 sqft / 54' x 30'
121 C	1,500 sqft / 54' x 29'
122 A	1,500 sqft / 54' x 29'
122 B	1,560 sqft / 54' x 30'
122 C	1,500 sqft / 54' x 29'
123	1,560 sqft / 54' x 30'
124 A	2,180 sqft / 38' x 60'

NOTE:
All ceiling heights 16'5"

CRITICAL DATES

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- February 23** Deadline for Experience Center treatment details to be sent to ISPA via **online form**—Last day to make any updates to treatment descriptions.

 - March 5** ISPA to send out email to attendees highlighting Experience Center treatments.

ISPA to add treatments to website.

 - February 21** Deadline to include an advertisement in the onsite issue of *Pulse* magazine—Contact **Lynne McNees** if interested.

 - March 29** Deadline to order services such as cleaning and catering provided by the Phoenix Convention Center.

 - March 22** Deadline to **book your hotel** in the ISPA room block at Sheraton Phoenix Downtown and Kimpton Hotel Palomar.

 - March 21–April 15** Advanced freight shipments may arrive anytime between March 21 – April 15 at the GES warehouse. ***It is imperative for shipments to arrive during this time period only and no sooner than March 21.*** If shipments arrive outside of this time frame, additional fees will be incurred by the sponsor company.

 - March 29** GES Warehouse will be CLOSED in observance of Good Friday

 - April 1** Deadline to submit orders for drape, décor, and furnishings, to receive discounted pricing through GES (login access via GES Espresso online).

Deadline to submit Experience Center layout diagrams and shipping details to **Jessica Roberts** at ISPA for review.

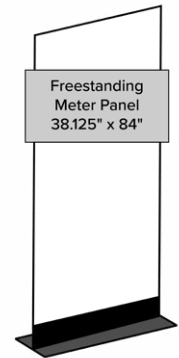
Last day to register your show staff for Conference.

 - March 15** ISPA Foundation Silent Auction donation deadline.

 - April** ISPA Foundation Silent Auction bidding opens (via Handbid).

EXPERIENCE CENTER SPONSORSHIP PROMOTION

- ISPA staff will send a reminder email to sponsors in early February to complete the **Experience Center Online Form**. This will provide ISPA with treatment and appointment information, as well as details on what each sponsor may need in order to have a successful Experience Center.
- Experience Center sponsors will have the opportunity to be highlighted in Conference promotional materials by providing ISPA with information from the online form by **February 23**.
- Sponsors are encouraged to provide signage within their Experience Center room to promote the varying services they will be providing, along with the products they are using. A meter board panel may be placed directly outside of your Experience Center. The meter board must be 38.125"x84."
- ISPA Experience Center sponsors receive discounts on print and digital ISPA advertising packages to help generate excitement and promote the sponsor's brand presence at the event. Please contact **Jessica Roberts** to brainstorm ideas.



EXPERIENCE CENTER APPOINTMENTS

- Appointments may increase the number of attendees receiving treatments within your Experience Center; however, they are not a requirement. This decision is solely up to the Experience Center sponsor and all appointments must be managed by the sponsor.
- Combining appointments with walk-ups has proven to be beneficial for past sponsors due to possible last-minute attendee cancellations onsite.
- ISPA will highlight each sponsor's preferred method to access the available treatments offered on the event's website and mobile app. Please provide those details via the online **Experience Center sponsor form**.

EXPERIENCE CENTER TREATMENTS

- There may be a variety of treatments within an Experience Center space, depending on each respective sponsor's preference. The treatment spaces within the room layout may be separated by a GEM wall or with pipe and drape. These items can be ordered through ISPA's general services contractor, GES, by contacting **ispa-relax@ges.com**.
- If a sponsor chooses to offer multiple treatments, ISPA recommends offering a couple of shorter-length treatments and possibly having one that may be closer to 30 minutes. This will increase the number of participants that can experience the offerings while displaying a diverse set of experiences.

CREATING A CUSTOMIZED PLAN

An Experience Center provides the opportunity to showcase a company’s brand, so it is important to determine the preferred experience ambiance, visual aesthetics, layout and overall goals for the event.

Here are some key details to keep in mind when planning the layout and décor:

Room Specifications

The ISPA Experience Centers will be located on Level 1 in the North Building of the Phoenix Convention Center. Each room has a slightly different square footage so be sure to confirm the room size with ISPA by contacting **Jessica Roberts**.

Example of carpet within Experience Center area.



Elements to Include for Maximizing Interactions with Attendees

Sponsors may outfit their center to suit their preference. Here are some specific elements that may be considered for inclusion:

- Welcome desk
- Demonstration area
- Product display
- Meeting space/lounge area
- Private changing space
- Staffed welcome desk
- Private treatment space

An Experience Center Unique to Your Brand

GES serves as the main contact to place orders with preferred third-party vendors offering a variety of services. Most sponsors have proprietary materials, signage, etc. that are shipped and used within the room. Sponsors often supplement their décor with remaining items ordered through GES in advance.

Although used less often, some sponsors hire a third-party company, or Exhibitor Appointed Contractor (EAC) to design their space, source materials and then bring labor to design and decorate the space onsite. If you plan on using an EAC, please notify **Jessica Roberts**.

To ensure an envisioned look is achieved, sponsors should evaluate the following:

- Think about where and how brand elements will be displayed when designing the layout of the space and making selections for color scheme and décor.
- Drape is often used by sponsors to separate areas within an Experience Center. **Drape must be ordered by April 9.** (Return orders three (3) weeks or more before show move-in to ensure availability.) The lower-tier basic white or cream drape can often be of a lower quality and not have a vibrant appearance, so please keep this in mind when selecting the quality of drape being ordered.
- Due to sponsors wanting to achieve a unique look, some have opted to install flooring or rugs as an alternative to the existing carpet. This is completely optional.
- Lounge furniture, lighting and floral arrangements are options for filling ancillary space. Light music can also play a large part in creating a specific ambiance.
- Refreshments or infused water stations may add to the overall attendee experience. All food and beverage items must be ordered through the Phoenix Convention Center by contacting **Tina Sullivan**.

GES offers a wide variety of décor through preferred vendors that can be ordered in advance. It is important to note that drape, furniture and décor items will not be readily available onsite if not ordered in advance.



[Photo gallery of inviting spaces from previous Conferences](#)

PLACING ORDERS FOR NEEDED ITEMS

ISPA and GES will each have a designated representative to assist each sponsor with planning questions and needs both onsite and prior to the event.

ISPA will be onsite to answer any questions you have and to ensure needs are communicated to the appropriate contact for a timely resolution.

Pre-event ISPA Experience Center Contact

Jessica Roberts, jessica.roberts@ispastaff.com

Onsite setup needs, all pre-show orders and layout finalization

GES Experience Center Contact: ispa-relax@ges.com

Examples of items that can be ordered through GES:

- Drape, décor, furnishings
- Freight and material handling
- Advanced freight shipping
- Empty crate storage
- Outbound shipments
- Janitorial and cleaning services

🕒 Deadline to submit orders and receive discounted pricing is **Monday, April 1**.

Audio-Visual

AV Concepts, Don McLane, dmclane@avconcepts.com

Electrical

Commonwealth Electrical, Dan Shannon, dshannon@commonwealthelectric.com

Internet/Telecommunications

Smart City, Christopher Clarke, csclark@smartcity.com

Janitorial Cleaning/Trash Removal

GES, ispa-relax@ges.com

Water needs and food/beverage

Aventura, Tina Sullivan, sullivan-tina@aramark.com

IMPORTANT FREIGHT INFORMATION

ISPA strongly encourages sponsors to ship freight to the GES Advance Receiving Warehouse..

Any shipments for the Experience Center received direct at the facility may incur delivery delays and additional handling charges. Be sure to use the correct shipping labels for the Experience Center materials. It is crucial to **SHIP EXPERIENCE CENTER FREIGHT SEPARATELY** from materials for exhibit booth(s). Items shipped with booth freight will go directly to the booth which is loaded through a separate dock from the Experience Center and hefty expenses and delays would be incurred to redeliver the freight.

Inbound Advance Freight

- ISPA highly recommends shipping directly to the GES warehouse for storing and handling prior to the show. All advance freight will be in the Experience Center room ready for setup making the process more efficient and less stressful for sponsors.
- 🕒 Please arrange carriers to deliver all shipments to the **1500 South 91st Avenue Suite 101, Phoenix, AZ 85353, United States of America**, anytime **between March 21 until April 15.**

Inbound Direct Freight

- Any materials shipped direct will be unloaded at show site in order of arrival, which could incur significant wait times.
- Transportation of materials from the show floor to the Experience Center will incur additional hourly labor charges.

Outbound Freight

- All Experience Center outbound freight requires separate BOL's from any exhibit floor freight, even if destination is the same.
- For outbound shipments, carriers must pick up freight from the show site address:

Phoenix Convention Center
 100 North Third Street Phoenix, AZ 85004-2277
 United States of America

- 🕒 ...on the scheduled date(s):

April 25, 3 pm–10 pm
April 26, 8 am–10 am

Carriers must be checked in by 9 am on April 26
The facility must be cleared by 10 am on April 26

Sponsor is responsible for fully clearing the room. Charges will be incurred to clear the room if materials and excessive waste are left in the room.

SCHEDULE AT-A-GLANCE

PRE-SHOW DAYS

Setup Hours

Sunday, April 21, 8 am–8 pm

Monday, April 22, 8 am–8 pm

Setup Instructions

ON SETUP DAY

There will be a GES and ISPA representative located within the Experience Center with the following items:

- Experience Center Sponsor Welcome Kit
- Experience Center room and storage room keys

🕒 **Keys must be returned prior to departure and any lost keys must be replaced by the sponsor for an additional fee.**

- Empty labels to put on crates to be removed from the Experience Center hallway during Conference.

FREIGHT STAGING

Upon arrival, sponsor freight labeled with the provided Experience Center labels will be staged outside of each assigned room.

*Experience Center labels will be provided by **Jessica Roberts** early March.*

EMPTY CRATE STORAGE

Placing “empty” labels on crates during set up day will allow GES to take empties off-site for return delivery on tear down day.

🕒 Empties must be removed from the hallway by 1 pm on Monday, April 22.

WASTE

Complimentary waste pickup will be provided at the conclusion of each set up night at 8 pm. Additional waste pickup may be ordered through the Phoenix Convention Center at the sponsor’s expense.

ON-SITE ASSISTANCE

Representatives from ISPA and GES will be available during set up hours to assist with anything sponsors may need.

STAFF BADGES

Staff badges will be available for pickup at registration area located on level three of the Phoenix Convention Center in the Expo foyer on Monday, April 22 from Noon – 6 pm.

SCHEDULE AT-A-GLANCE

ON SITE

STORAGE

Shared Experience Center sponsor storage and a communal sink will be available will be available in a room near (one hallway over) the Experience Center. The storage space may only be used for additional inventory. **The following items are NOT permitted in the storage space:**

- Empty boxes or crates
- Setup Materials
- Garbage

Multiple sponsors will have key access to this storage area—ISPA, GES, or the Phoenix Convention Center are not responsible for any lost or stolen items in the storage space.

WASTE

🕒 Waste will be picked up each evening at 8 pm.

WATER

Experience Center sponsors will have complimentary access to a sink at within the service corridor behind the Experience Center Rooms. There is also a set of restrooms located in the Experience Center Hallway. Drinking water can be ordered through Aventura Catering if needed.

GUIDELINES AND REMINDERS

- Candles: Flameless candles are approved for use; however, open-flame candles are not permitted.
- Balloons: The use of balloons is not permitted due to restrictions at the Phoenix Convention Center.

CLEANING

Nightly vacuuming may be ordered through GES, as it is something offered only as requested. Please contact GES for further details on scheduling and pricing.

TUESDAY, APRIL 23

Experience Centers may operate throughout the day **except** for the following periods:

- Power Session (8:30 – 10 am)
- Welcome Party (8 – 11 pm)

SCHEDULE AT-A-GLANCE

WEDNESDAY, APRIL 24

Experience Centers may operate throughout the day **except** for the following periods:

- Power Session (9:30 – 11 am)
- ISPA Foundation Live Auction (4:45 – 5:30 pm)

THURSDAY, APRIL 25

Experience Centers may operate throughout the day **except** for the following period and treatments must conclude by 3 pm on Thursday.

- Power Session (9:45 – 11:15 am)
- 🕒 Treatments must conclude by 3 pm on Thursday

TEAR DOWN DETAILS:

- Sign out with GES and ISPA in the Experience Center office at the conclusion of your final appointment
- 🕒 Tear down hours for Experience Centers: 3:00 – 10 pm
- Out of respect for fellow Experience Center participants, early dismantling or tear down is not permitted
- GES will begin delivering empty boxes and crates at 3 pm
- 🕒 All keys distributed by ISPA staff on Saturday, April 20, must be returned to ISPA Staff on **Thursday, April 25.**

ISPA and the Phoenix Convention Center will not be responsible for any materials left in the Experience Center and Storage Room.

- **OUTBOUND SHIPPING:** Each participant is responsible for the packaging and shipping of their freight following the event. To ensure that freight is properly shipped, handled and returned to the proper destination, please make sure the following steps are implemented:
 - Properly label all boxes, including all contact information, shipping information and method of payment.
 - Communicate outbound shipping information with the GES representative, so that items are picked up **no later than 12 pm on Friday, April 26.**
 - Sponsors should arrange pick-up with a carrier of choice
- A GES representative will be located in the Experience Center for assistance. It is the sponsor’s responsibility to obtain a tracking number for all outgoing shipments.

ISPA CONTACTS

ISPA CONTACTS

Jessica Roberts – Fulfillment Manager

Jessica is the primary ISPA contact for all planning, activation and setup activities relating to Experience Center sponsorships. This includes staff registrations, room diagrams, activation brainstorming, etc.

jessica.roberts@ispastaff.com | 859.425.5072

Sydney Doctor – Director of Sales

Sydney is the primary point of contact for any questions or needs relating to sponsorship contracts, payments, advertising and additional exposure opportunities.

sydney.doctor@ispastaff.com | 859.279.0801



TIPS

- Discuss floorplan ideas with ISPA to work through any potential gaps.
- Communicate your estimated onsite arrival time with **Jessica Roberts**.
- If ordering drape, upgrading to a higher-end version will decrease the chance of ordering a drape that is see-through or less vibrant in color.
- Receptions may be allowed within an Experience Center room during select times that do not interfere other sponsor activities or have elevated noise levels during treatment times. For approval, please contact **Jessica Roberts**.
- Music may be used within the Experience Center rooms; however, the noise level cannot interfere with other neighboring sponsor experiences.
- Be sure to label booth freight and Experience Center freight separately or there will be an additional large handling fee and delays in receiving freight. (See below photo of properly labeled pallet)

ISPA will provide you with the proper shipping labels for Experience Center Freight in early March.



Example of properly labeled pallet