



## i2i Center's 2026 Winter Conference Exhibit Logistics – **ACTION REQUESTED**

**If you are not the person that will be exhibiting on site, please be sure to share this information with the exhibit staff members.**

Thank you for planning to exhibit with us at the **Starting Strong Together** Winter Conference and Exhibition, January 14-15, 2026 in Winston Salem, NC at the Benton Convention Center. January 13<sup>th</sup> is our Pre-Conf. Day. You have the option to add the pre con day exhibit for \$500 if you have not already. We expect over 200 attendees that day.

**MAIN CONFERENCE EXHIBITS DAYS ARE Wednesday, January 14 & Thursday, January 15<sup>th</sup> ONLY. ONLY if you added the Pre-Con Exhibit (\$500) will you exhibit on Tuesday, January 13<sup>th</sup>.**

### CONFERENCE INFORMATION

- [CONFERENCE AGENDA](#)
- [CONFERENCE WEBPAGE](#)
- [ONLINE ATTENDEE REGISTRATION](#)

### Exhibitor Check List

To help you with the action items noted below, attached is an **Exhibitor Checklist** for this event.

### BOOTHS

- Exhibits include a 6' (long) x 2' (wide) table, draped and skirted with 2 chairs. Your booth placement is based on booth size, sponsorship/donor level and availability. *See Exhibit Hall layout.* You will receive your booth number a few weeks prior to event. **The i2i Center will determine booth placement based on sponsorship level and space availability.**

### EXHIBIT – SET UP TIMES

- **Exhibit Hall set up - Tuesday, January 13, 2026, 3:00 p.m. – 7:00 p.m. or January 14<sup>th</sup>, 6:30 a.m. to 8:30 a.m.**
- **Foyer Tabletop Exhibits Set Up - Tuesday, January 13<sup>th</sup> - 4:00 p.m. to 7:30 p.m.** (pre con exhibitors using space till 3:00 p.m.)

**Conference Dates Exhibit Show Times:** START Wednesday, January 14, 8:30 a.m. – 4:00 p.m.. & Thursday, January 15th: 9:00 a.m. - 5:00 p.m. **Exhibit Breakdown** Thursday, January 15th after 4:00 p.m. break.

- If you signed up to exhibit on the Pre Conference day, you will receive separate logistics.

## EXHIBIT APP PROFILE & EXHIBIT STAFF REGISTRATION

- You have an online/APP Exhibitor Profile that allows you to upload information, videos, brochures, etc. for attendees to view. **Only 1 person can be designated to input information into the profile. Please email [salenna@i2icenter.org](mailto:salenna@i2icenter.org) as soon no later than then 11/5 with this person's name and email address.** Once that is done, they will get an email with an access link to input your materials.
- **Your booth includes two onsite exhibit staff, please email Salenna Russello [salenna@i2icenter.org](mailto:salenna@i2icenter.org) the names and email addresses of those staff members AS SOON AS POSSIBLE OR NO LATER THAN 11/5.** Please note, Whova does not send automatic confirmations, but rest assured your staff are entered once Salenna responds to your email.
- If you plan on having more than 2 staff at the booth, there is a fee of \$285 for each additional exhibit staff person. Please email [jean@i2icenter.org](mailto:jean@i2icenter.org) to make this request.

## HOTEL RESERVATIONS/BREAKFAST

- We are holding room blocks at 2 hotels across the street from the Benton Convention Center. [Reservation links and information are on our website.](#)

## ATTENDEE LIST

- The attendee list with names, titles and emails will be sent once registration closes 12/29.

## MEALS

- 2 exhibit staff are covered for lunches and breaks during the event. Breakfast is being offered at all conference hotels. Breakfast is NOT being served at the Benton Convention Center.

## DOOR PRIZES

- Door prizes will be given away from your booth – you will collect names/contacts of attendees. Please send us your prize to **advertise by 11/5. To award your prize, please contact the winner by text before you leave on Thursday, 1/15.**

## EXHIBIT ELECTRICITY

- **If you need electricity, but DID NOT sign up for it when you purchased your booth, please use the attached Electricity Form to order and pay for your electricity – i2i will**

send receipt once your credit card is billed via email - @Learningstream.com (**please check spam folder**). The **cost for electricity is now \$60**, but increases to \$90 if order onsite.

## SECURITY

- Secure valuable at the end of the day (screens, electronics, prizes etc.). Neither the Benton, nor the i2i is responsible for lost or stolen property. The Exhibit areas are NOT secure sites. i2i's office can be used to store smaller items.

## SHIPPING

- We are using **Hollins Expo as our drayer company. We will make the Exhibitor kit available on the logistics page soon or you can email [jean@i2icenter.org](mailto:jean@i2icenter.org) and request the kit.**
- If shipping, your materials, **USE the attached Benton Exhibitor Shipment Labels. Packages should not arrive BEFORE January 5, 2026** or fees will be assessed.
- Out-Going Shipments - you can use Hollins or your own shipping company and labels, schedule your shipment pick up during business hours of the Benton Convention Center and place your packages at the Winston Desk of the Benton Convention center.

## EXHIBITOR LOADING

- Quickest way to load your materials is to use the skywalk from the Cherry Street parking to access the main floor of the Benton (Salem 2 Ballroom) or the Upper level loading zone in front of the Benton. You can also use the lower-level loading zones 3 or 4 and take the elevator to the main floor. [View Map](#)

## PARKING

- Please use the 6<sup>th</sup> and Cherry Street parking deck. [Parking Information here.](#)

I hope this will be a great show for your organization and we very much appreciate your participation!

If you need any assistance, please do not hesitate to reach out to me. For the quickest response, email me at [jean@i2icenter.org](mailto:jean@i2icenter.org) or TEXT me at 919 455-6244. You can also call my cell phone 919 455-6244.

THANK YOU and we will see you in January!