

Our TOP 10 TIPS for conquering CONEXPO 2020!

With Conexpo 2020 less than 3 weeks away, we thought we'd share our top tips to make sure your Conexpo experience is a giant success! (Sharing is caring after all) Whether you've been to Conexpo before, or this is your first time, we hope you'll find our little guide helpful. We'd love you to show you what's new in our world, so please swing by our outdoor booth in Silver lot 3 – S6501 (or be really organised and [book an appointment with us at Conexpo](#) online!)

#1 Book your Hotel, like ASAP!

If you're reading this and you haven't secured accommodation for **Conexpo** yet – good luck. Seriously, unless there is some kind of flash sale, room rates go up the closer you get to the booking date, and with most of the city booked up almost a year in advance, hotel rooms are hard to come by and extremely expensive. Maybe check out Airbnb if your hotel room hunt is proving difficult and be prepared to travel to the show from out of town.



#2 Don't fall at the first hurdle – it's ESTA time!

If you're a non-US citizen, then you will most likely need to apply for an **ESTA**. This online system tells you in advance if you're eligible to travel to the United States or not.

The 5 ESTA need-to-knows:

1. You can fill it out online - <https://esta.cbp.dhs.gov/>
2. It costs \$14
3. Make sure you print the page or note the reference number
4. You need to renew it after 2 years



#3 Pack light

Remember that the weather in the UK in March is very different to the weather in Las Vegas. With temperatures in Las Vegas hitting around 25 degrees celsius (77 fahrenheit) it's time to get out your summer clothes: short sleeves, sunglasses, suncream, but you can probably live without the sandals...Just don't forget to pack a jacket for those early morning starts and late nights, and for your journey home – you never know, it may be snowing when we arrive back in the UK!



#4 Beat the jet lag

Before booking your flight to Las Vegas, check the flight times. You won't want to arrive at 10pm at night, after a 10 hour sleep. Work out whether or not you should sleep on the plane to avoid the dreaded jet lag. Most airlines have onboard TVs and Wi-Fi, so there should be plenty of Netflix boxsets to binge on or business books to browse.



#5 Be kind to your feet

Plan to put in miles of walking at Conexpo, so be sure to bring comfortable footwear. From experience, we'd recommend trainers (sneakers) if dress code permits – as you'll be amazed how many steps you'll make in a day, and with so much to see, the last thing you want is blisters to slow you down. And don't worry if your feet aren't quite fit for Vegas – February's the perfect time to show them some love and bag a bargain. Happy shoe hunting!



#6 Plan of attack

Trade shows are a great opportunity to meet a lot of people in a short space of time. To do this seamlessly, the exhibitor directory is your Conexpo go to

– <https://www.conexpoconagg.com/visit/exhibitor-directory/> It allows you to search for any exhibitor at the show and to easily find their booth number. Save time at the show by planning in advance who you'd like to visit and don't be afraid to message them via LinkedIn before or during the show to arrange an appointment, as emails can be fairly low priority during busy face to face shows. Our intrepid Conexpo team of 11 from Smiley Monroe (and Smiley Monroe Inc!) is looking forward to catching up with customers from North America and beyond on our outdoor booth in **Silver lot 3 – S6501**. Why not try this great new feature on the Conexpo website and [book an appointment online](#) with us ahead of the show?



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#7 Calories don't count at a tradeshow :)

The US is known for GIANT portion sizes – but fear not, all the walking you'll do, will easily offset those extra calories! The length of the food truck queues, and your level of hunger will determine your food choices. However, having some healthy snacks with you at the show will boost your energy levels and mood, and save time. You're welcome.



#8 Offline's got your back

Relying solely on Wi-Fi or mobile data to run a slick video or presentation could be a mistake. While Wi-Fi is on offer from the show organisers, the signal can be a little unreliable at peak times and you could find yourself 'buffering'. Have your content backed up offline, where possible, to avoid any awkward silences or tumbleweed (we've been there!).



#9 H²oh!

With so much walking and talking at Conexpo and up and down the Las Vegas Strip, you'll get dehydrated on even a short excursion, so drink plenty of water. Why not bring your keep cup or reusable Chilly's bottle and by saying no to single use plastic bottles, you'll also be doing the environment some good.



#10 Enjoy it!

Yes, you're there to work, but don't forget you're in VEGAS, baby – so enjoy yourself! (But not too much).

