



NETWORKING PLAYBOOK

Get The Most Value Out Of Your Interactions At ISA25

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Preparing For ISA25

Align Your Team

- Hold an internal meeting to set strategy and goals for the event.

Plan Attendance

- Decide which team members and leadership should attend to meet your goals.
- Register here: <https://isa25.isapartners.org/registration/>
- Early registration ensures you'll be included in the attendee list and gain access to the meeting scheduler when it launches (approximately 4 weeks prior to the event). Meeting slots fill up quickly, so it's crucial to be part of all communications leading up to the scheduler launch. Don't miss out!

Book Accommodations

- Take advantage of the official ISA room block: <https://isa25.isapartners.org/hotel-travel/>
- ISA Discounted Rate: \$259 + tax
- Discount Deadline: February 27, 2025 (rooms will sell out quickly , so book early!)



Quick Tip

Important: Beware of Unauthorized Hotel Solicitations. ISA is the only official provider for ISA25 accommodations. You may be contacted by third-party resellers, but they are not affiliated with or endorsed by ISA. Booking through these sources can lead to significant financial risks, for which ISA cannot be held responsible.

Planning Your Booth

Your Private Meeting Hub

ISA25 exhibit hall booths are available to all company types, including Distributors, Manufacturers, IMRs, and Service Providers. Please note that Manufacturers attending ISA25 are required to purchase a booth. Choose from a variety of booth sizes tailored to suit your needs for private meetings.

[View Floor Plan](#)

[Purchase Booth](#)

Find Your Ideal Booth Location

For increased foot traffic, consider premium spots near the entrance, activation stations, or the ISA25 Networking Lounge. If you prefer a more private setting, booths toward the back of the hall offer a quieter option, or you can opt for a spacious 20x30 booth, which includes 8-foot pipe and drape on all sides for enhanced privacy and ample space for a large table and several chairs. If you don't see the size you're looking for, let us know! Reach out to dbarr@isapartners.org to discuss custom booth configuration options.

Exhibit Schedule

Exhibitor Move-in

Monday, March 31, 2025

12:00 PM - 4:00 PM

Tuesday, April 1, 2025

6:00 AM - 7:45 AM

Exhibit Hall Hours

Tuesday, April 1, 2025

1:45 PM - 5:30 PM

Wednesday, April 2, 2025

8:00 AM - 12:00 PM

Exhibitor Move-out

Wednesday, April 2, 2025

3:00 PM - 6:00 PM

**Breakdown prior to 3:00 PM is strictly prohibited.*

Freight Reroute

All outbound carriers must be checked in by 5:00 PM, Wednesday, April 2, 2025.

Exhibitor Kit

Elevate Your Booth

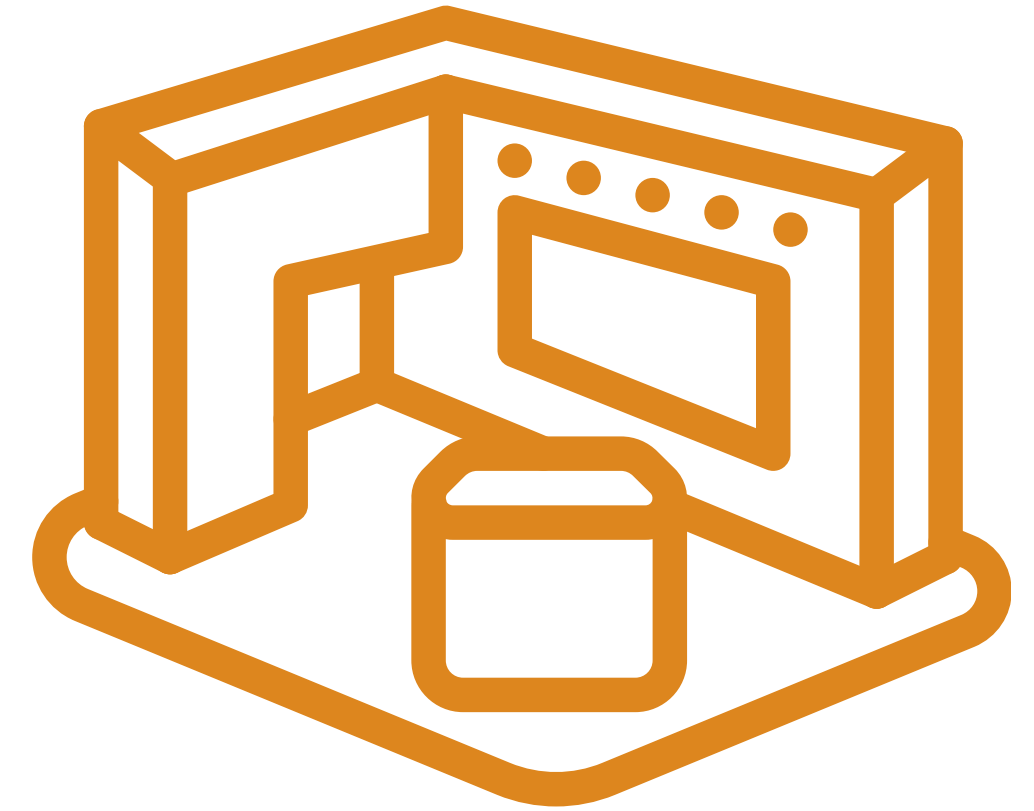
Personalize your exhibit booth with unique furniture, signage, audio visual equipment and more. You can find everything in the [ISA25 Exhibitor Kit](#).

Key Pages in the Exhibitor Kit

- Page 2: Important deadlines, exhibiting schedule, booth package inclusions, and shipping information
- Page 4: Vendor ordering information. Services include: Electrical, internet, AV, overhead rigging, and lead retrieval
- Page 6: Shepard Ordering Portal. Access Shepard's Portal to purchase additional furniture, structures, and other booth needs (detailed instructions included in Kit).
- Pages 19-20: Shipping labels
- Pages 30-41: Furnishings catalog
- Pages 45-52: Structure options

Internet Access:

Complimentary basic wireless internet is available throughout the Gaylord Opryland Resort and Convention Center. For hardwired or high-speed connections, an online ordering portal will open in January 2025.



Pre-Scheduling Strategy

Private Meeting Management: Individual vs. Scheduling Administrator

- Every ISA25 attendee can independently schedule, accept, or decline meeting requests. However, if your company prefers a more coordinated approach, you have the option to designate a Scheduling Administrator to manage all meeting schedules. This is ideal for companies bringing several attendees that require strategic coordination pre-event.
- During the booth purchasing process, you'll have the option to request this feature be enabled. Once requested, an ISA representative will reach out within 72 hours to confirm the Scheduling Administrator's contact information.

Important:

- Scheduling Administrator access is only available via the browser version of the scheduling tool and is not supported on the mobile app. **This access is for pre-event scheduling only.**
- Onsite, individual attendees will be able to view only their own calendars via the mobile app.
- During the pre-event scheduling process, individual attendees will continue to receive email notifications for meeting requests, acceptances, and declines. These notifications cannot be disabled, but the Scheduling Administrator can manage the requests on behalf of the team, allowing individuals to ignore these alerts.
- For custom setup requests or to opt out of the scheduling tool completely, please reach out to info@isapartners.org.

Schedule Your Meetings

- A high level company listing will be made available approximately 6 weeks before the event to allow time for internal planning meetings. The full attendee list will be made available at the time of the scheduler launch.
- The appointment scheduling tool will be available approximately 4 weeks before ISA25.
- **Login immediately once it's live.**
- Meeting slots fill up fast! To maximize your chances of securing meetings with key contacts, schedule appointments as soon as the tool launches. Don't wait—acting quickly gives you the best shot at locking in the meetings you want.



Quick Tips

Stay responsive. Be sure to accept or decline meeting requests promptly.

Meeting timeslots are 15 minutes long. If you need more time, it is recommended to book two meeting time slots back to back.

Reach out to key contacts in advance to ISA25. Consider sending a high-level meeting agenda beforehand to keep discussions focused and efficient.

Top 3 Tips For Success

1. Preparation is Key

It's not enough to simply highlight a few accounts from the attendee list and hope for the best. Use this time wisely. Research who you want to meet with. Have a game plan ready for how you'll engage with them. Preparation is everything – don't leave it to chance.

2. Daily Retrospective Meetings

If you're serious about driving results, establish a daily game plan and conduct a retrospective with your team at the end of each day. Discuss who you spoke to, what you talked about, and what follow-up actions can be taken before the event ends. Identify who you haven't talked to and strategize on how to start a conversation with them the next day. Daily retros are a game-changer, helping you stay focused and aligned with your goals.

3. Everyone's in Sales

No matter your department, if you work for a B2B company, you're part of the sales process. Don't fall back on the "I'm just here for customer research" mindset. Of course, you're there to learn, but you should also be positioning your product or service as a solution. Don't be afraid to ask for a next step. Your company is attending this event because your supply chain partners are here, and your job is to generate results – whether that's meetings, leads, or demos. Make your company's investment worthwhile.



Top 3 Common Mistakes to Avoid

1. Main Character Syndrome

Attending an event is just the first step. Simply being there doesn't guarantee attention from attendees. Many brands assume that their presence alone will draw interest, but that's not always the case. You need to actively engage people and make your booth or presence stand out in a way that sparks curiosity. It's about creating a memorable experience, not just being present.

2. Pitch-Slapping

Avoid the trap of jumping straight into features and benefits during meetings. Instead, engage attendees with meaningful conversations. Add value before you start talking about your product or service. Avoid coming off as just another sales pitch and focus on building connections.

3. Under-Marketing Your Presence

One of the biggest mistakes brands make is under-marketing their presence. Being at the event is not enough. Many companies neglect pre-show and post-show marketing efforts, failing to promote their presence adequately. You've already spent a significant portion of your budget on attending, so make sure to maximize the value by publicizing your participation and following up after the event.



First Timer Tips

Plan Ahead

- Review the agenda: Familiarize yourself with the event schedule.
- Set Goals: Determine what you want to achieve, whether it's networking, learning about specific products, or meeting certain people.

Dress Appropriately

- Business casual: Opt for comfortable yet professional attire. Wear shoes that provide support since you'll likely be walking and standing for extended periods.

Bring Essential Items

- Business cards: Carry plenty to share with new contacts.
- Notebook and pen: Take notes during sessions and while meeting people.

Network Actively

- Introduce yourself: Initiate conversations with other attendees and exhibitors.
- Join Conversations: Engage in discussions during breaks or at social events to expand your network.

Visit the Exhibit Hall

- Explore booths: Take time to visit exhibitors.
- Pre-schedule meetings: To make the most of your time, it's best to schedule meetings in advance, as exhibitors may not always be able to accommodate walk-ups.
- Ask questions: Engage with exhibitors and inquire about their products or services.

Attend Education Sessions

- Join sessions that align with your interests and goals.

Use the Event App

- Stay updated: Download the event app for real-time updates, session information, and networking features.
- Connect with other attendees: Use the app to find and message other attendees.

Stay Engaged on Social Media

- Follow the event hashtag **#ISA25**: Engage with event-related content and connect with others online.
- Share your experience: Post updates and insights to share what you're learning.

Take Breaks

- Rest and recharge: Allow time to relax and process information.

Follow Up After the Event

- Connect on LinkedIn: Reach out to new contacts to maintain connections.
- Follow up is KEY. Make sure to send emails /set up calls post event.



I'm a Manufacturer

Recommended Discussion Topics



Existing Relationship

- Corporate Updates: Sales team, new products, promotions, and training.
- Sales Performance: Share year-to-date (YTD) sales dashboards.
- Updates on key initiatives.
- Pipeline Review: Discuss current sales opportunities.
- Field Feedback: Review field insights using a SWOT analysis.
- End-User Targets: Identify key targets and needed support.
- Marketing: Highlight important initiatives.
- Delivery: Review on-time delivery performance.
- Ideas for joint growth and serving shared customers better.
- Note: If you have IMRs present at the event, invite them to sit in on meetings. This will take pre-event coordination.



Prospecting

- Value Proposition: Briefly share what makes your company valuable.
- Product Innovation: Highlight new products or innovations.
- Markets Served: Explain the markets you focus on.
- Differentiators: Share what sets you apart from competitors.
- Sales Team Coverage: Discuss your sales reach.
- ERP Capabilities: Outline the strengths of your ERP system.
- Growth Objectives: Share your future growth goals.
- E-Commerce Support: Explain how you support online sales.
- Note: Pre-show research is KEY. Know as much as you can about a company prior to your scheduled meeting.

I'm a Distributor

Recommended Discussion Topics

Existing Relationship

- Current State: Review year-to-date (YTD) performance.
- Year-End Projections: Discuss projections for the year-end.
- Pipeline Review: Evaluate the current sales opportunities.
- Project Review: Assess ongoing projects.
- Corporate updates.
- Go-to marketing strategy.
- Conversations Review: Review recent key conversations.
- Supply Chain: Examine the current supply chain state.
 - Current Issues: Address any existing challenges.
 - Future Issues: Identify and anticipate potential future problems.
- Ideas for joint growth and serving shared customers better.
- Action Steps: Outline the next steps to resolve key issues.
- Follow-Up Cadence: Set a schedule for follow-ups.

Prospecting

- Current Category Requirements: Review the current needs within the category.
- Current Category Overlap: Identify overlaps in category coverage.
- Category Gap Analysis: Analyze gaps in category offerings.
- Potential Relationship Strategy: Discuss strategies for potential relationships.
- Relationship Expectations: Outline expectations for partnerships.
- Identified Obstacles: Identify obstacles to relationship-building.
- Follow-Up Cadence: Set a timeline for follow-up discussions.
- Note: An open mind and interest in asking questions is critical.

I'm an Independent Manufacturer Rep (IMR)

Recommended Discussion Topics

Existing Relationship

Distributor

- Top Principals
- SWOT
- Top Growing SKUs
- Outstanding Issues
- Available Resources
- Training Capabilities

Manufacturer

- SWOT
- Sales Projection
- Top Distributors / End Users
- Top Growing Accounts
- Next Quarter Goals
- Needed Resources
- Resource Changes
 - Personnel, bricks & mortar, digital/e-commerce

Prospecting

Distributor

- Current Needs
- Training
- Inventory Management
- National and regional conventions, expos & open houses
- Tech info / Recommendations

Manufacturer

- Expectations
- Geographical Territories
- Competitive Landscape
- Principals relationship with other IMR's (Previous & Current)
- House Accounts

I'm a Service Provider

Recommended Discussion Topics



Existing Relationship

- Current State
 - Discuss current system status and recent changes
 - Highlight performance metrics and KPIs
- Challenges
 - Identify current challenges and pain points
 - Encourage feedback and discuss impacts on operations
- Problems to Solve
 - Prioritize issues based on impact and urgency
 - Address unresolved problems and their implications
- New Innovations
 - Present latest innovations and how they address challenges
 - Share relevant case studies and ROI insights
- Action Plan
 - Summarize key points and provide initial solutions
- Meeting Closure
- Schedule Follow-up



Prospecting

- Current State:
 - Understand potential customer's current business operations, industry, and recent changes
 - Learn about any existing systems
- Decision Makers/Stakeholders:
 - Identify key stakeholders, roles, and expectations
- Potential Areas of Fit:
 - Explore where your service aligns with their needs
 - Share relevant case studies
- Arrange for Follow-up:
 - Summarize key takeaways and set next steps
- Open Discussion and Questions

Networking Highlights

Charity Golf Outing

**Add on at time of online registration*

This year's outing features an 8:00 AM shotgun start in a scramble format, complete with games, prizes, and raffles. Enjoy breakfast, lunch, and on-course beverages to keep the energy high, followed by a 19th-hole reception with an open bar and award presentations.

Grand Ole Opry Backstage Tour

**Add on at time of online registration*

Explore iconic areas like the famous Opry stage and the dressing rooms of legendary artists, all while learning fascinating stories about the history and traditions of this beloved venue. The tour culminates with a chance to stand where the stars have performed, making it a must-see experience for any country music fan! Limited spots available. **Includes:**

- Private 45 minute backstage tour
- An exclusive Nashville / ISA25 T-shirt
- Private shuttle to and from the venue

At **ISA25** We Bring The Channel Together To Interact In Various Ways

Annual Partners Toast

**Invite Only*

Exclusive for ISA Annual Partners, taking place on the ISA25 Main Stage in the Governor's Ballroom. The event will feature pre-poured drinks and a meet-and-greet with Herm Edwards, the legendary football coach and ISA25 keynote speaker.

Opening Party on the General Jackson Showboat

Get ready for an unforgettable start to ISA25! The Opening Party aboard the iconic General Jackson Showboat features a live band, open bar, casino games, and a buffet showcasing local flavors—all while cruising the Cumberland River. After docking at Riverfront Park in Downtown Nashville, you can either hop on a shuttle back to the resort or stay and explore the city's famous nightlife. For those venturing out to Broadway's vibrant strip of bars and live music, taxis and rideshare options like Uber are recommended for your return trip later in the evening.

Exhibit Hall Floor

Maximize your experience in an expanded exhibit hall, now featuring additional booths and interactive activation stations. At its center, the Networking Lounge offers the perfect space for impromptu connections. Be sure to pre-schedule private booth meetings with key contacts ahead of time. The meeting bell notification system will help keep you on track, ensuring you make the most of your time at ISA25.

The Exchange: Networking Lunch

A unique networking experience that's all about intentional, topic-based connections. We're pairing you with industry peers who share your top interests, so you can dive deep into key topics that matter most to you and your business. Before the event, you'll get to know your tablemates through an introductory email, setting you up for meaningful discussions from the moment you sit down. This structured, facilitated buffet lunch is designed to be purposeful, valuable, and energizing.

Network Receptions

Get ready for an exciting evening of networking at the Gaylord Opryland! With receptions at staggered times, you can join all the celebrations on Tuesday, April 1, 2025:

Veterans Empowerment Network (VEN) Reception

5:30 PM - Exhibit Hall C1

Celebrate our newest network and toast to our veterans. Everyone is welcome to join this special gathering right on the show floor following an afternoon of exhibiting.

Women in Industry Cocktail Reception

6:30 PM - Crystal Gazebo

Connect with inspiring women leaders in the beautiful Crystal Gazebo, surrounded by lush greenery. Share stories and build lasting relationships in this stunning setting.

Emerging Leaders After-Dinner Drinks

7:30 PM - Fuse Sports Bar

Grab a drink, connect with fellow next-gen leaders, and build new connections in a fun, relaxed setting. ISA is picking up the tab for drinks, so all you need to bring is yourself (food is on your own).

ISA25 Charity Golf Outing

The Perfect Networking Opportunity

The ISA25 Charity Golf Outing is the perfect chance to network in a more relaxed, low-pressure setting. It offers plenty of downtime between holes for casual conversations, making it easier to connect without the formality of a meeting room. The shared experience of the game helps build relationships that can carry into future business opportunities.

Location

[Gaylord Springs Golf Links](#), March 31, 2025

Timing

7:00 AM - 7:45 AM: Rotating shuttle available

7:00 AM - 7:50 AM: Onsite check-in, grab & go breakfast, driving range / putting green open

7:50 AM: Call to carts

8:00 AM: Shotgun / scramble start time

1:00 PM: Lunch, silent auction, and awards

Cost

Single: \$475

Foursome: \$1,750

Note: Single players will have the option to request pairings during the registration process. We will try our best to accommodate, but cannot guarantee. Guarantees can only be made by purchasing a foursome and submitting all player information. Service Providers interested in playing, must purchase a foursome and fill their teams.

[View the scorecard](#)

[Learn more here](#)



The Exchange: Topic-Based Roundtables

Networking Lunch

NEW at ISA25:

Join us for a unique networking opportunity designed for intentional, topic-driven connections. During online registration, you will have the opportunity to select a discussion topic of your choice, ISA will thoughtfully pair you with industry peers who share similar interests, making sure conversations are relevant and impactful.

Ahead of the event, you'll receive an introductory email to get acquainted with your tablemates, ensuring that you're set for meaningful discussions from the moment you sit down. This structured buffet lunch is crafted to be purposeful, insightful, and energizing.

Topics include:

- **Digital Transformation and AI Integration:** Discuss strategies for adopting AI, automation, data analytics, and balancing innovation with cybersecurity.
- **Talent Management and Workforce Evolution:** Explore attracting talent, hybrid work trends, and bridging skill gaps through reskilling and upskilling.
- **Sustainability and ESG:** Gain insights on sustainable practices, regulatory compliance, and ESG reporting.
- **Economic Uncertainty and Geopolitical Risks:** Exchange ideas on managing inflation, supply chain challenges, and geopolitical factors.



Open Evening

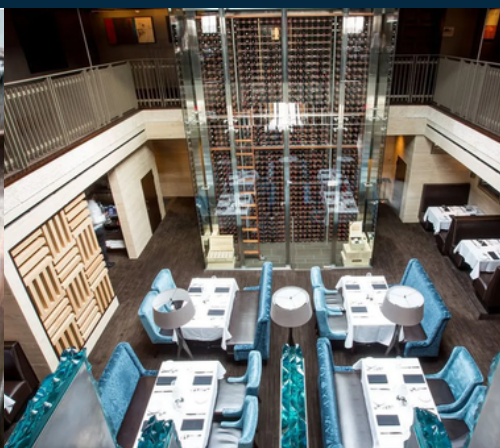
Tuesday, April 1, 2025, is your free evening - an ideal opportunity to make dinner plans and network at your own pace. We encourage you to take advantage of this time and explore the vibrant dining scene of Nashville. Be sure to secure your reservations in advance to avoid last-minute hassles. [Click here to explore places to eat and drink.](#) You can filter by neighborhood, cuisine, features, price range, and more to find the perfect spot.

There are also several [onsite restaurant options](#) available.

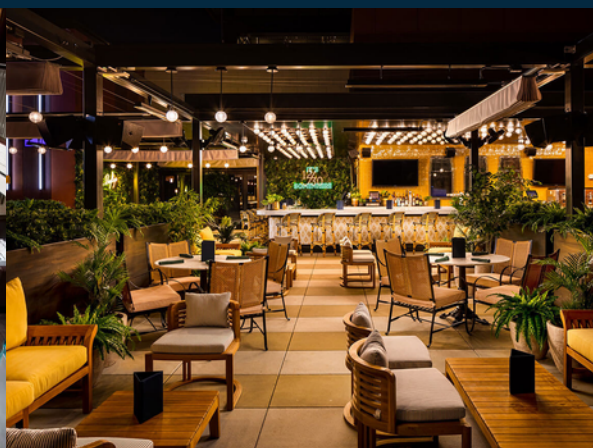
Don't miss out on making the most of your evening!



Black Rabbit



Eddie V's



Twelve Thirty Club



Harriet's Rooftop



Bourbon Steak

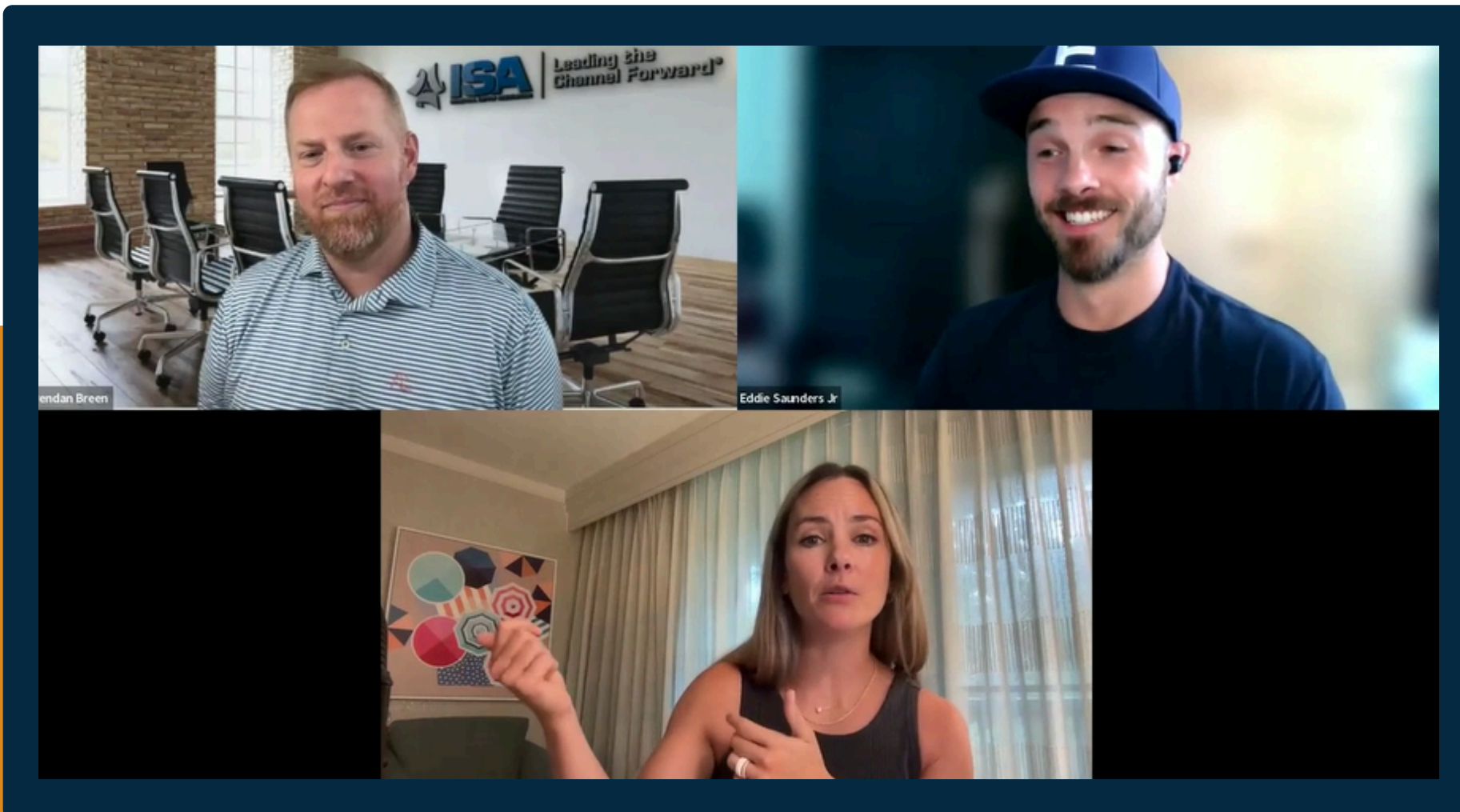
Additional Resources

ISA Summer Session Webinar: Elevate Your Trade Show & Event Game

Originally Aired: Friday, August 2, 2024

Get ready for a lively discussion on the ever-controversial topic of trade shows! Discover how brands can supercharge their trade show and growth efforts using cutting-edge marketing strategies.

[Watch the Recording](#)



ISA25 Quick Links

[Registration](#)

[Hotel + Travel](#)

[Agenda](#)

[Exhibit](#)

[Sponsorship](#)

[Social Media Tool Kit](#)

[FAQs](#)



ISA25

**THE BEST
NETWORKING
EVENT IN THE
INDUSTRY**