

**Trade Show Procedures**

As you know, trade shows are an integral part of our service offerings to you. As such, we wish to inform you of the processes and procedures that we undertake when attending trade shows. For information on the trade shows that we have attended in the recent past and for those that are pending, you may visit our website: [**www.successwithilc.com**](http://www.successwithilc.com)and click on the “**TRADESHOWS**” tab on the top of the screen. Here you will find the names, dates, and background information for the shows that we are scheduled to attend. ILC shall represent our clients at six (6) to eight (8) trade shows per year.

Clients often ask us “how does a trade show work?”, “what do you bring to a trade show?”, “will my product be on display?” or “may I attend the trade show as well?” Following you will find a brief explanation of how we attend trade shows.

* It is important to understand that each show we attend is quite different. The vast majority of shows that we attend are for industry personnel only and are not open to the general public.
  + More often than not, that means that our clients may not attend these shows.
  + If a trade show is open to the public, and a client wishes to attend, they must take great care in following similar procedures to those that we describe here.
    - i.e. do not disclose a great deal of information.
* Most shows are arranged to have manufacturers set up their own booths, and in these instances ILC representatives are walking the floors of the show visiting each manufacturers’ booth.

***(WE DO NOT SET UP A BOOTH)***

* When we meet with the manufacturer:
  + First it is important to know that ILC **DOES NOT** bring a prototype or a drawing of your invention to the show. That is because it is imperative that we maintain confidentiality of your project, for your protection, even if you have a patent or patent pending status.
    - There is no outside way of verifying who our representative has spoken to, so if an unscrupulous manufacturer were to try to obtain your idea, the burden of proof would be on you, the client, to prove that they obtained the idea by inappropriate means.
  + The main purpose of meeting with manufacturers is to network and generate interest for our clients’ projects through conversation.
    - We determine what industry the manufacturer is in.
    - We find out if they are in the market for new product ideas.
    - We inform them we may have a product idea they may be interested in.
      * At that point in time our representative may hint at a particular idea, but never provides any critical information about the idea or its functioning.
    - Lastly, we invite them to register for our website.
      * Before a manufacturer is allowed access to our website, they must first agree to a non-disclosure agreement.
      * By accepting the non-disclosure agreement, the manufacturer agrees not to do anything with any of the ideas presented without approval of both ILC and the client.
    - In lieu of registering for the website, a manufacturer may also sign a written non-disclosure agreement.
      * Either option allows for a full discussion, including specifics, concerning our clients’ projects.
* After the trade show, all manufacturer contact information is forwarded to our main offices, where dialogue is continued with the manufacturers in an attempt to establish a business relationship with them.
  + Even though a manufacturer may not currently have an interest in a particular product, they are informed that ILC represents several projects, with new ones being added every day.
    - All clients benefit from this practice because it encourages manufacturers to look beyond their specific needs, and it invites them to check back with ILC regularly.

We do hope that these guidelines address any concerns you may have had concerning our trade show procedures. Of course, should you have any further questions, please do not hesitate to ask. You may reach us at **800-713-1899**, or by email: [**info@successwithilc.com**](mailto:info@successwithilc.com). Once again, we look forward to working with you and best of luck in your project endeavors.

7777 Glades Road Suite 100 ● Boca Raton, FL 33434

T: 1-800-713-1899 ● F: 1-800-343-1052

**www.successwithilc.com**