

Wednesday, August 14, 2024



Dear I.C.E. Partners,

Welcome to August! We are three months away from the [2024 I.C.E. Exchange](#). Our team is working diligently to create a memorable and successful experience for all participants.

Reminder: All newsletters are posted in the [Exhibitor Harvester](#), with general updates available [online](#).

**Please read this email in its entirety, as it includes important details on your participation for the upcoming event.**

### **IMPORTANT DATES**

<b>Deliverables</b>	<b>Launch</b>	<b>Deadline</b>
Certificates of Insurance (COI)	Once contract is executed	Friday, September 13
Exhibitor Harvester (portal to upload promotion information)	Monday, July 15	Monday, October 14
Registration & Housing	Monday, June 24	Friday, October 4
Pre-Show Attendee List*	Monday, October 28	
Post-Show Attendee List*	Monday, December 2	
Alliance Expo Exhibitor Services Kit Launch	Wednesday, August 14	
Advance Shipment Receiving and Deadline	Friday, October 18	Monday, November 11
Advance Order Discount Deadline	Wednesday, August 14	Friday, October 18
Advance Order Deadline Custom Graphics/Fabrics	Wednesday, August 14	Friday, October 25

*\*Only available to exhibitors/sponsors who included in their package*

### **EXHIBITOR SERVICE KIT**

The Exhibitor Service Kit by Alliance Exposition has launched (ExhibitorAssistance@alliance-exposition.com), where you can begin placing orders for your booth. As the I.C.E. Exchange will be held at the Fontainebleau Miami Beach, the exhibit hall will be carpeted so you will not be required to provide flooring for your booth. You will have the option to order additional carpeting and flooring through the kit. Please be sure to login to the portal and review the Exhibitor Checklist to ensure your exhibit space will have all necessary items and services reserved for a smooth setup onsite. A list of important deadlines within the kit have been added to the deadline section above.

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## **EXHIBITOR HARVESTER AND MOBILE APP**

I.C.E. utilizes the Exhibitor Harvester by Cadmium, an online portal for you to update company information, add team members, and upload your logo and virtual bag insert. You will receive an email from Cadmium (noreply@gocadmium.com) with your access key for the Exhibitor Harvester along with instructions on how to complete your tasks. The same instructions are also attached in this email with images to help guide you through the process. **If you have not received your access key or are having trouble accessing the Harvester, please contact [meetings@credentialingexcellence.org](mailto:meetings@credentialingexcellence.org) for assistance.**

## **I.C.E. EXCHANGE MARKETING TOOL KIT**

The official [I.C.E. Marketing Toolkit](#) can be located in the Exhibitor Harvester. The toolkit was created to maximize your presence at the conference with official conference hashtags, logos and sample posts to share on your social media pages.

## **I.C.E. MEMBERSHIP REFERRAL PROGRAM \*NEW FOR 2024\***

I.C.E. recognizes Sustaining and Affiliate members who refer new members (any category). This is a terrific way to support the membership growth of I.C.E. while earning beneficial priority points to select a booth space earlier in the process next year.

For each referral who joins I.C.E., the Sustaining/Affiliate member will earn points to be used in the booth selection process for the following year's I.C.E. Exchange (those recruited in 2024 will earn points for 2025 booth selection). Points will be tabulated and reported out by I.C.E. staff by the deadline of February 20, 2025. Please contact the I.C.E. team with questions [info@credentialingexcellence.org](mailto:info@credentialingexcellence.org).

You can find more information regarding the referral program [here](#).

## **INNOVATION HALL**

The Innovation Hall will be in the Sparkle Ballroom at the Fontainebleau. This year, the hall will share an airwall with two education rooms. We ask all exhibitors to be mindful of the volume levels in the hall outside of show hours and be respectful of their neighbors.

Please note the exhibit hall hours\* below to plan your time at the conference:

### **Exhibitor Move In**

Sunday, November 17                      8:00 am – 5:00 pm

### **Show Hours**

Sunday, November 17                      6:00 pm – 7:15 pm                      Welcome Reception  
*Sponsored by PearsonVUE*

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Monday, November 18	7:00 am - 8:00 am	Breakfast
	9:30 am - 10:00 am	Coffee Break
	11:30 am - 1:00 pm	Lunch
	3:30 pm - 4:15 pm	Coffee Break
	5:30 pm - 6:30 pm	Happy Hour <i>Sponsored by Cobalt</i>
Tuesday, November 19	7:30 am - 9:00 am	Breakfast
	10:00 am - 10:30 am	Coffee Break
	1:30 pm - 2:30 pm	Dessert Break

**Exhibitor Move Out**

Tuesday, November 19      2:30 pm – 6:00 pm

*\*Please note these hours are subject to change.*

[Click here](#) to view the general Schedule of Events. The current floorplan can be viewed [here](#).

**REGISTRATION & HOUSING**

Registration and housing is now open! I.C.E. sent you an email with registration codes and instructions to register your team in June. As a reminder, pre-registration is required to book your hotel. The deadline to register is **Friday, October 4**, however we recommend you register as soon as possible to secure a room. You can find more information in the [Hotel and Travel](#) section of the I.C.E. Exchange website.

**The Fontainebleau Hotel**

4441 Collins Ave, Miami Beach, FL 33140  
Rate: \$299/night plus taxes and resort fees

The I.C.E. hotel block at The Fontainebleau Miami Beach is currently the only contracted block for the conference. I.C.E. is not working with any third-party hotel agents. If you receive communications claiming to be affiliated with I.C.E. to secure housing, please contact [meetings@credentialingexcellence.org](mailto:meetings@credentialingexcellence.org).

**SCAM ALERT**

Unfortunately, every year I.C.E. is alerted to various scams related to the I.C.E. Exchange. **You should only be contacted by authorized representatives from I.C.E. regarding the I.C.E. Exchange. Official communications will be sent via emails with the credentialingexcellence.org domain unless noted otherwise by I.C.E. in exhibitor newsletters and on the conference website.** If you receive any suspicious communication, please contact I.C.E. immediately and share as much detail as possible (name, contact information, organization).

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Types of scams you may receive:

- Phone calls:** Individuals pretending to want to confirm your exhibitor details to gain confidential information
- **Hotel Booking Emails:** Individuals trying to book your team in a hotel block.

## **QUESTIONS?**

A list of FAQs can be found in the [Exhibitor Resources Page](#).

Should you have any questions, please do not hesitate to reach out to [meetings@credentialingexcellence.org](mailto:meetings@credentialingexcellence.org).

Our team is looking forward to working with you and welcoming you to Miami Beach in November!

## **THANK YOU TO OUR SUSTAINING MEMBERS**

ABMS AssessLink	Kryterion, Inc.
Alliant Insurance Services	Learn Ethos
Alpine Testing Solutions	Meazure Learning
BenchPrep	PearsonVUE
BrightLink Technology	Professional Testing Corporation (PTC)
cApStan Linguistic Quality Control	Prometric
CredHQ by Agilutions	PSI Services
Comms Multilingual	risr/
Data Recognition Corporation (DRC)	Roc-P
ExamStudio powered by Zoomorphix	SeaCrest Consulting
Framing Success	Strasz Assessment Systems
Heuristic Solutions	Surpass Assessment
Human Resources Research Organization (HumRRO)	
Internet Testing Systems	

Interested in being a part of this community? Contact Candice Young at [cyoung@credentialingexcellence.org](mailto:cyoung@credentialingexcellence.org) to learn about year-round benefits.

Best regards,

**Angie Avendaño**

*I.C.E. Exhibits Management Team*

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2001 K Street, NW  
3rd Floor North  
Washington, D.C. 20006  
[credentialingexcellence.org](http://credentialingexcellence.org)