

MODULE 4:

Preparing Your Team for SPARK

Before You Go: Booth Staff Training



iecspace.com

October 21-24, 2026

Columbus, OH



Why It Matters to Exhibitors

Your booth staff are the ones having every conversation SPARK attendees will remember. A short team briefing using the [linked deck](#) can be the difference between a booth that reacts to traffic and one that works it.

What's Inside the Deck

- A fast primer on who attends SPARK and why
- Role-by-role conversation starters for the floor
- What engagement resonates at SPARK (and what falls flat)
- A quick nod to pre-show social promotion
- The high-level show schedule, including the Thursday general session
- A fill-in quick-reference slide for booth number and team notes

HELPFUL LINKS:



“Before You Go” PowerPoint

[Go to the Exhibitor Resource Page](#)

About This Module

Modules 1–3 covered who's walking the SPARK floor, how to amplify your presence before the show, and what engagement resonates once the doors open. This module turns that knowledge into a ready-to-use training session for the people staffing your booth.

We have created a “Before You Go” PowerPoint — a short, presentation-ready deck you can walk your team through ahead of the event, or send out for individual review. It distills everything your team needs into one focused session, so fifteen minutes of prep is all it takes to walk onto the floor already knowing who they're talking to and how to start the conversation.

How to Use It

- Walk your team through it in a 15–20 minute huddle before the event, or share it for individual review
- Fill in your booth number, team assignments and any other company specific information on the reference slide or add your own slides before sharing
- Pair it with a brainstorm about live demo or hands-on moments you can have at your booth — that's what resonates most on the floor
- Full event details always live at [iecsparc.com](#) and a deeper dive into the information presented lives at [Exhibitor Resource Page - IEC SPARK](#)

QUESTIONS?

We're happy to help answer any questions you might have so you can fully prepare your team. Reach out to us at partners@ieci.org and we'll get you what you need.