

20
20

cca mobile
carriers show



MARCH 30
→ APRIL 1
DALLAS, TX

#MCS2020
BEST PRACTICES

MARCH 30 - APRIL 1 // DALLAS, TEXAS

THANK YOU FOR REGISTERING FOR #MCS2020!

Congratulations! You're signed up for CCA's
2020 Mobile Carriers Show!

Now what?

Some of you may be a CCA conference expert
and already know how to schedule your
educational sessions, maneuver through
networking events, and sell your products.
Others may be new to CCA, or you're looking
for a few refreshers.

In either case, we've got you covered on how
best to prepare for the upcoming show.



BEFORE MCS 2020

CREATE A GAME PLAN

The easiest way to waste your money is to attend a conference without proper preparation. Sit down a week or two before and formulate a game plan:

1. *What do I want to accomplish at MCS 2020?*
2. *Whom do I want to meet?*
3. *What do I want to learn?*



PREPARE! PREPARE! PREPARE!

Book your hotel room & get familiar with the venue.

The Sheraton Dallas is the official hotel for #MCS 2020. If you book through CCA's website, you're ensured a room at the Sheraton at the #MCS2020 discounted rate. The Sheraton is also the official venue for #MCS2020. Become acquainted with the hotel before you arrive. While CCA provides directional signs, you don't want to waste time getting lost in the venue while events are taking place.

Look over the Schedule of Events.

Circle all networking events, educational events, speakers, or exhibit booths you want to see. This will give you a skeleton layout for each day at the show.

Outline the Exhibit Hall hours.

CCA's shows boast the most carrier individuals and C-Level executives walking the exhibit hall floor, so time in the exhibit hall is not something you want to miss. Plan meetings on the show floor, grab lunch there, and stay for drinks during the happy hour events. These are great, casual ways to make contacts and see products that might be on your radar.

Learn the eateries, restaurants, and bars located onsite and nearby the Sheraton Dallas.

#MCS2020 attendees often gather in these spaces and you may find off-the-cuff networking opportunities here. You never know where you'll run into your next business lead!

Read CCA's Know Before You Go Emails

These emails are chock-full of important logistics and will make your planning and preparation easier for the show!

BEFORE MCS 2020

MEET OTHER ATTENDEES

Don't wait until you arrive onsite to line up business meetings. Learn who will be at the show before you step onsite! By setting up meetings prior the show, you'll ensure your prospect's full, undivided attention.



Check out CCA's Sponsor & Exhibitor List.

By knowing the companies participating and supporting #MCS2020, you'll know who will be attending. Make a list of the companies you want to meet.



Follow CCA on social media.

Check out CCA on Facebook, Twitter, Instagram or LinkedIn to see who is liking, reacting, and interacting with show posts. Reaching out to fellow attendees on social media is an easy way to make a pre-show connection. Search #MCS2020 for the latest updates.

Become an Exhibitor or Sponsor.

#MCS2020 exhibitors and sponsors are given access to the attendee list twice prior to the show. If you want a full run-down of attendees along with contact information, spending a little more money for a sponsorship or exhibit booth is well worth the investment. Contact [Kandace McElroy](#) at kmcelroy@ccamobile.org for more information.

Check out CCA's membership opportunities.

CCA members have access to the online membership directory. If you're looking for year-round connections, joining CCA is a great place to start. Contact [Suzanne Hord](#) at jshord@ccamobile.org for more information.

ONSITE AT MCS 2020

Once you're on site things are overwhelming. Here are a few helpful pointers to be successful once you touch down:

DOWNLOAD CCA'S EVENT MOBILE APP

In the digital age, many conference conversations happen online. View the most up-to-date agenda, receive text reminders, and learn more about a company or speaker all from the palm of your hand. Make sure to download CCA's event app and follow us on social media so you can join the larger conversation!



SPLIT UP

If you're attending with co-workers, try going to separate educational sessions. While it's tempting to stay with those you know, your company will benefit from hearing the most about the entire conference, not just one particular topic. You'll also expand your presence at the show if you and your co-workers divide and conquer.

CHECK IN WITH OLD FRIENDS

Don't ignore your current customers! Although you may communicate regularly, reinforce your commitment to them by catching up for a few moments outside a session, during an exhibit hall happy hour, or during a reception. Who knows, your check-in might boost business!

FOLLOW UP WITH BUSINESS LEADS

Remember all those meetings you set up weeks before the show? Don't miss them! Conferences are draining. Don't cancel on a potential partner just because you're tired.

REGROUP AT NIGHT

Whether you're attending the conference solo or with co-workers, it's always a good idea to sit down at the end of each day and organize what happened. Create a list of people you met, information you recorded, and items with which you must follow-up. Conferences throw a lot of information at you and you don't want to waste any of it!



AFTER THE SHOW

After #MCS2020 you'll probably need a nap – a long one! But don't waste too much time decompressing. The immediate days and weeks after the show are imperative to your overall success. Make sure to follow up on business leads and take what you learned back to your company.



GO THROUGH YOUR EMAIL

Make sure you're up-to-date with what happened while you were out of the office. You gave out a lot of business cards, and you don't want anything to slip through the cracks.

FOLLOW UP WITH LEADS

You put in the face time with leads – make sure to follow-up so you stay relevant in their day-to-day lives. Try setting up a call or agenda.

TRAIN

Don't let all the information you just learned go to waste. Teach and train your co-workers on the items you learned and bring the practices back to your company.

SIGN UP FOR CCA'S 2020 ANNUAL CONVENTION

With one successful show under your belt, you'll see why CCA's events are not to be missed. Make plans to join CCA's next show, the Annual Convention 2020 in Amelia Island, FL. Registration will open Spring of 2020.

CONTACT

Competitive Carriers Association

601 New Jersey Ave, Suite 820
Washington, DC 20001
Office: 800.722.1872
Fax: 866.436.1080

Ildiko Rozembersky

Director of Events & Marketing
Direct: 202.888.1043
Email: irozembersky@ccamobile.org

Kandace McElroy

Event Sales Manager
Direct: 202.827.6208
Email: kmcelroy@ccamobile.org



#MCS2020 // DALLAS, TX

