Dear Exhibitor,

As a valued partner, we wanted to share updates in planning for WEFTEC 2021 exhibit sales.

WEF chose not to host “on-site sales” during WEFTEC Connect, our fully virtual event, in October. We did this so our partners who were exhibiting could completely focus on this new event. Additionally, given WEF’s staff focus on WEFTEC Connect and the effects of the coronavirus pandemic, we felt that pushing the timeline back would benefit everyone.

Currently, WEF staff are working on an overall vision of what WEFTEC 2021 will look like. We are developing a floorplan to communicate this vision to exhibiting partners. While planning an in-person event, we are taking into consideration the health and safety requirements including physical distancing currently planned by McCormick
Place, which may still be in place for WEFTEC 2021. It will be easier to loosen these requirements as we approach the event, rather than retrofit elements later. Also, WEF is planning an online component for WEFTEC 2021 (a hybrid event), and we are working to ensure a value-add for exhibiting partners and sponsors.

While we work to define event components including programming, networking and social events, and the exhibitor/sponsor experience, our goal is to paint a picture of what WEFTEC 2021 will look like for you. We very much appreciate your patience and will be in touch in December with another update.

Currently, exhibit rates, space selection eligibility, and priority point information can be found on our website. Continued updates will also be posted here so please do check there if you think you may have missed a communication.

WEFTEC 2021 Housing Update

WEF and our official WEFTEC Housing partner, Convention Management Resources, Inc. (CMR), anticipate opening advance exhibitor housing in Spring 2021 for companies that reserve exhibit space during the January through February 2021 advance sales timeframe. We are aware that other unauthorized lodging and travel agencies are already soliciting business from past WEFTEC participants and caution you to look before you book.

If you have any questions or feedback, please feel free to connect with me!

Kind regards,

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