FBIA
FLORIDA BUSINESS INCUBATION ASSOCIATION

EXHIBITOR GUIDE

# Your booth at Know Before You Go

## Florida's International Soft Landings Summit

International founders are choosing where to land in the U.S. On January 15, they walk the floor to meet you.

| DATE | EVENT | BOOTHS OPEN | VENUE |
|---|---|---|---|
| Fri, Jan 15, 2027 | 9:00 to 11:00 AM ET | 9:45 to 11:00 AM ET | Virtual, on Gatherly |

HOW TO GET ON THE FLOOR

## Four steps to a booth that's ready on day one

**1**

### Register your team

Select the **Exhibitor Pass**. Register everyone who will staff your booth.

luma.com/kwv7e9ej

**2**

### Send your booth kit

Email **micah@gatherly.io** by **Fri, Dec 11**: logo, 2 to 3 lines of banner text, one resource link, languages spoken, plus an optional deck or video.

**3**

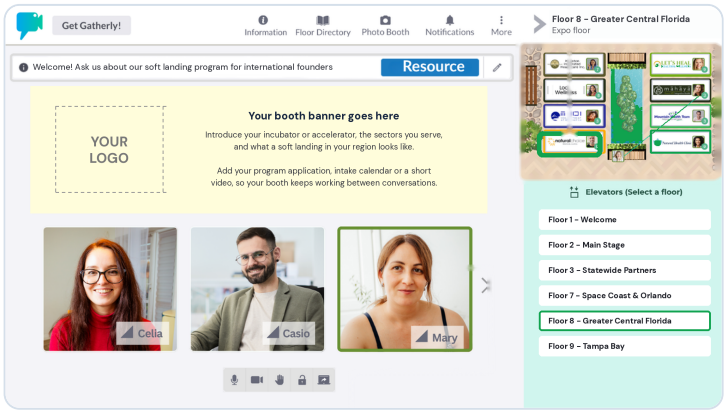
### Walk your booth

Join a **30-minute walkthrough** in early January to see your booth live and ask anything. Invites come from Gatherly.

**4**

### Show up and host

Use your exhibitor link to join by **9:30 AM ET**. Take the elevator to your floor. Founders start arriving at 9:45.




WHAT YOUR BOOTH DOES

## Built for real conversations

**Face to face, instantly**
Live video opens as up to 20 visitors walk in.

**One button, your next step**
Opens your application, calendar or a download.

**Your story, always on**
Banner, deck and video pitch between chats.

**Free to roam**
Step away anytime. Booth visits are captured and shared after.

## Find your floor

Booths are grouped by region, so founders compare programs side by side.

| | | | | | |
|---|---|---|---|---|---|
| 03 Statewide Partners | 04 Panhandle & Capital | 05 Gainesville & N. Central | 06 Northeast Florida | 07 Space Coast & Orlando | 08 Greater Central FL |
| 09 Tampa Bay | 10 Gulf Coast & Southwest | 11 South Florida | 12 Services: Capital | 13 Services: Set Up & Operate | 14 Services: Grow |

**Questions? Micah Reyes, Event Operations**
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**New to Gatherly?**
Watch the 37-second tour ›

Hosted on gatherly