

## *A vendor-to-vendor guide for making the most of LearningSCAPES 2026*

### ULTIMATELY WE SERVE THE SAME CUSTOMER

**Make It An Experience:** *Don't build a booth. Build an experience.*

Skip the standard “scan a badge, hand out a card” routine. Create something interactive. Invite participation. Give attendees a reason to step in, engage, and remember you.

**Attend Sessions:** *This is a conference — lean into it.*

Listen to and learn from voices across the industry. The insights, tools, and expertise are all here, so use them! Don't miss out on the opportunity to connect and network with presenters and participants.

**Volunteer and Be Visible**

Volunteer for badge pickup, room scanning, or on-site event support. When you help the show run smoothly, you demonstrate partnership.

**Don't Come to Sell:** *Come to connect.*

Attendees are not here to be sold to. Lead with purpose and share the reason behind what you do.

**Step Outside Your Booth:** *And Maybe Even Your Comfort Zone*

Off-site experiences are a chance to listen, learn what matters most to customers, and hear where things are headed.

You'll also gain unfiltered insights from the architecture community—what's working, what's not, and why—conversations that often don't happen on the show floor.

So get out there, ask questions, and take it all in—you might walk away with your best leads of the year.