

INSTALLER REPORT / FIELD GUIDE

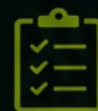
WFCT 101

THE EXHIBITOR & TEAM PLAYBOOK

San Antonio 2026 • Window Film Conference and Tint-Off™



EXHIBIT
SMARTER



PLAN
BETTER



WORK
TOGETHER



DRIVE
RESULTS

The Exhibitor & Team Playbook

A for-dummies guide
to San Antonio



AUG 27-29 • PRE-EVENT EDUCATION AUG 26

Henry B. González Convention Center • Halls 1-2

A plain-English plan for film, PPF, wrap, and shop teams.



INSTALLER REPORT

INSTALLER REPORT / LIBRARY

LIBRARY

WFCT 101 • 01

START HERE

What you'll learn

A beginner-friendly, no-fluff guide to arriving prepared and leaving with useful conversations.



PLAN



PEOPLE



PROOF

Your job at WFCT

You are not there to hand out trinkets. You are there to make it easy for the right installers, shop owners, distributors, and partners to understand your offer and take one clear next step.

By the last page

You will have a booth goal, a team plan, a lead routine, a simple follow-up clock, and checklists you can print before wheels-up.

REMEMBER



Small preparation beats a fancy booth with no plan.

START HERE

How to use this book

Read it once; then use the checklists like a field manual.

Before the show

Start with the W-8 timeline, choose one primary booth goal, then assign owners. A task without a person and date is only a wish.

At the show

Keep this guide in the Booth Captain's bag. Use the morning, setup, and team pages as a quick huddle script.

After the show

The 48-hour plan protects the value of every real conversation. Send the useful follow-up before the attendee forgets your demo.

QUICK CHECK

- ☐ Pick a primary goal
- ☐ Name a Booth Captain
- ☐ Book a post-show follow-up block

REMEMBER



Circle the pages that match your role. You do not need to do every job.

What WFCT is (and isn't)

WFCT is the International Window Film Conference and Tint-Off™, co-located with Auto Glass Week.

 LEARN

 DEMO

 CONNECT

What it is

A working industry event: education, exhibitors, product conversations, and competitions across Automotive Tint-Off, Architectural Tint-Off, Decorative, PPF, and Vehicle Wraps.

What it isn't

It is not a place to hide behind a table, sell every product to every person, or wait for perfect traffic. Your best result comes from active, respectful conversations.

Where and when

Aug 27–29, 2026 in Halls 1–2 at the Henry B. González Convention Center, San Antonio. Pre-event education is Aug 26.

REMEMBER



Treat competition energy as an invitation to meet serious installers—not as an interruption.

STRATEGY

Who should exhibit

Exhibiting works when you can show a useful outcome in a few minutes.

Great fit

Film and PPF brands, distributors, tools, software, training, accessories, shop services, recruitment partners, and equipment providers all have a reason to be visible.

Bring a real problem

The strongest booths solve a practical pain: faster installs, cleaner cuts, better margins, fewer remakes, easier scheduling, or stronger sales confidence.

If you are a small shop

You can still exhibit or attend as a serious team. Use a narrow message, bring proof, and make appointments instead of trying to look huge.

REMEMBER



If a visitor cannot repeat your offer in one sentence, simplify it.

Sponsorship tiers, simply

Packages change, so confirm the current details with the event team. Here is how to think about the usual ladder.

**REACH****RELEVANCE****RESULT**

Keynote / Diamond

Choose top visibility when you have a broad launch, a major category position, and people ready to work the attention. Visibility without staffing wastes a premium package.

Ruby and mid-tier options

Often the practical sweet spot: meaningful brand presence plus a booth, event touchpoint, or content placement. Match the benefit to your actual campaign.

Add-ons

Education, competition, lounges, print, digital, and evening events can work well when they put your message next to a relevant moment. Ask who will see it and what you can measure.

REMEMBER



Ask for deliverables in writing: placement, dates, assets, deadlines, and reporting.

COUNTDOWN

W-8 to W-6: set the runway

Eight weeks out, your job is to remove expensive surprises.



CONFIRM



ASSIGN

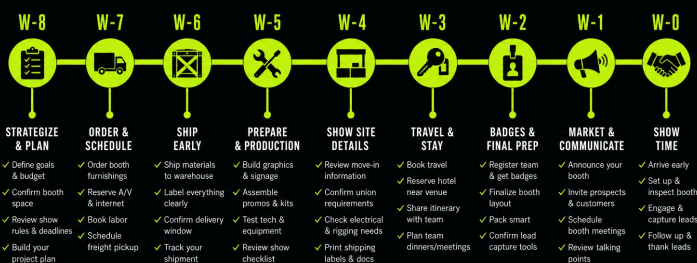


ORDER

TRADE SHOW PREP TIMELINE

YOUR 8-WEEK ROADMAP TO A SUCCESSFUL SHOW

A week-by-week guide for exhibitors to plan, ship, and show up ready.



PRO TIP

Shipping early to the official warehouse can save you money and help avoid last-minute stress.

DARK INSTALLER
REPORT
EXHIBITS. ENVIRONMENTS. EXPERIENCES.

W-8

Confirm booth, sponsorship terms, electrical/internet needs, freight rules, insurance, badge names, and exhibitor portal deadlines. Make one shared show folder.

W-7

Write a one-sentence booth promise. Pick the demo, choose lead fields, reserve team travel, and begin hotel bookings before the group deadline in early August.

W-6

Order only what helps the conversation: graphics, sample boards, QR landing page, handouts, and uniforms. Test every QR code on a phone.

REMEMBER



The visual is a planning aid. Your official exhibitor manual always wins if details differ.

COUNTDOWN

W-5 to W-0: rehearse and ship

The final weeks are for repetition, backups, and calm.



W-5 to W-4

Train the opening line, build meeting slots, inventory demo materials, and make a shipment list with photos. Send your customer invite with a reason to visit.

W-3 to W-2

Do a tabletop booth rehearsal. Time the demo. Test the lead form offline. Pack a repair kit, chargers, tape, scissors, cloths, and duplicate cables.

W-1 to W-0

Confirm tracking, setup windows, team arrival, daily huddles, and the first follow-up owner. Stop adding ideas. Protect sleep and execute the plan.

REMEMBER



A boring backup kit is more valuable than a last-minute banner change.

Choosing booth goals

Pick one primary outcome and two supporting outcomes. More goals make a team vague.

 ATTRACT

 PROVE

 NEXT STEP

Common primary goals

Book qualified dealer meetings; collect installation leads; launch a product; recruit trainers; demo software; deepen distributor relationships; or protect existing accounts.

Make it measurable

Instead of 'get exposure,' use 'book 18 qualified demos' or 'collect 60 leads with shop size and next step.' Track it on a visible team board.

Create a visitor path

Attract with a clear sign, engage with a question, prove with a demo or example, capture the right details, then agree on the next step.

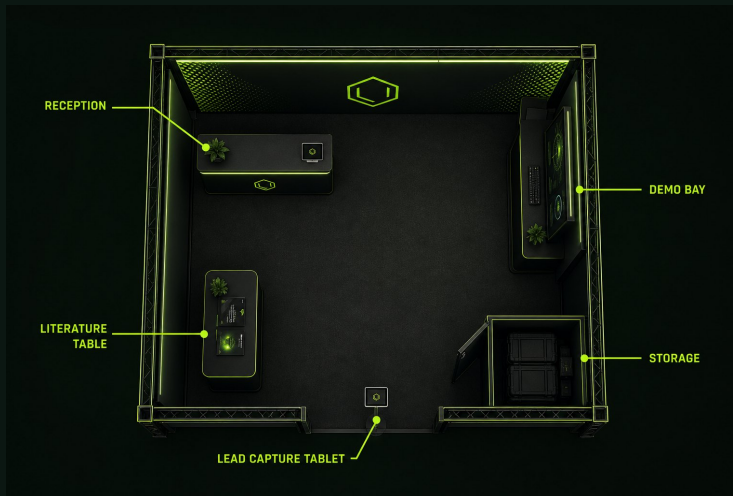
REMEMBER



Your goal is a filter. It tells the team which conversations deserve more time.

Booth layout basics

A small booth can feel professional when it gives people a clear path.

**HOOK****DEMO****CAPTURE**

Front edge

Keep the front open. Place the hook where a passing installer can understand it in three seconds. Avoid turning the booth into a storage closet.

Middle

Run the demo where two people can watch without blocking the aisle. Keep sample boards at hand height and price/feature cards easy to scan.

Back zone

Use the back for a short meeting, lead capture, supplies, and a staff water spot. Hide boxes, coats, and snacks out of the visitor view.

REMEMBER

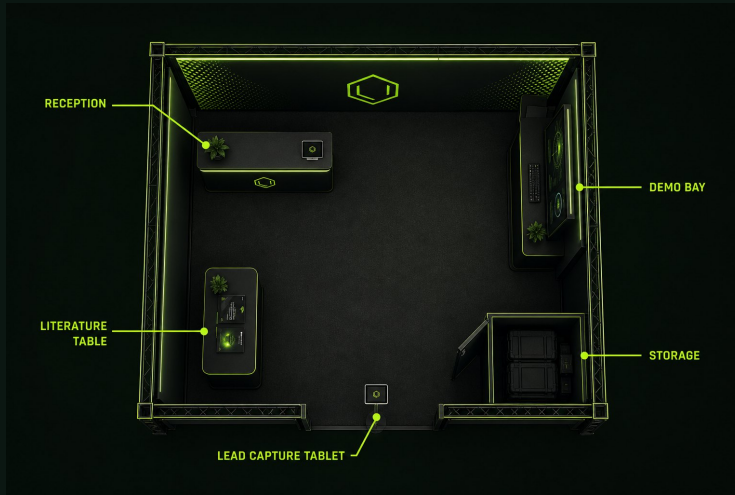


Every object should help attract, demonstrate, capture, or support the team.

BOOTH PLAN

Make the booth easy to work

A booth plan is a people plan, not just furniture.



Traffic

Stand beside the entrance, not behind a barrier. Leave enough turning room for a visitor with a bag or a stroller. Do not let a long chat block the demo.

Noise

Use short signs, simple visuals, and a demo explanation people can hear over floor noise. Save deep technical details for a quieter follow-up.

Reset

Build a 90-second reset: wipe surfaces, replace sample, return tools, charge device, and check that the call-to-action still faces the aisle.

REMEMBER



Photograph your finished booth before doors open. It makes resets easier all weekend.

Shipping & freight checklist

Freight is a system. Label, photograph, and plan the return before it leaves your shop.

Before pickup

Read the official kit for dates, warehouse versus direct-to-show rules, material handling, and labels. Use the event instructions, not a guess from last year.

Pack smart

Separate irreplaceable demo tools, chargers, laptops, and daily essentials into carry-on cases. Put a packing list inside every crate and keep a digital copy.

Return plan

Bring return labels, tape, markers, and a photo of the packed crate. Decide who signs paperwork and who confirms the carrier pickup.

QUICK CHECK

- ☐ Verify official shipping dates
- ☐ Photograph packed contents
- ☐ Carry on critical demo gear
- ☐ Pack return labels and tape

REMEMBER



If losing it would stop your demo, do not ship your only copy.

Hotel & travel checklist

Make travel decisions early so your team arrives ready to work.

**BOOK****BUFFER****BACK UP**

Group hotels

Marriott Riverwalk and Rivercenter are commonly offered around \$189 per night with group code AGWFCT. The deadline is early August; confirm live availability and terms before booking.

Arrival

Aim to arrive with a buffer before setup. A delayed flight should not decide whether your booth opens. Put confirmation numbers and rooming details in the shared folder.

San Antonio rhythm

Build walking time, meals, hydration, and a quiet decompression window into the schedule. Convention days are longer than they look on a calendar.

REMEMBER



The cheapest flight can be costly if it puts your Booth Captain on the floor exhausted.

Team roles that prevent chaos

Give each shift a named owner. One person can hold two roles in a tiny booth, but the duties still need to be clear.

**CAPTAIN****CATCHER****DEMO****CLOSER****CONTENT**

Booth Captain

Owens huddles, schedule, supplies, escalation, and the daily target. The Captain protects the team from confusion.

Lead Catcher + Closer

The Catcher qualifies and logs details. The Closer confirms the next step, owner, and date. Do not let leads vanish into a shared inbox.

Demo Tech + Content

The Tech keeps demonstrations safe and repeatable. Content collects approved photos, short clips, customer quotes, and event moments without disrupting conversations.

REMEMBER



Role clarity lets a shy expert contribute without having to become the loudest salesperson.

Prep your team

Practice the first 20 seconds until it sounds natural, not scripted.

Opening script

Try: 'What kind of work is keeping your bay busiest right now?' Then listen. A good opening question earns you the right to explain the demo.

Dress and shifts

Choose clean, consistent apparel and comfortable shoes. Use short shifts for demos and lead capture so people stay warm, hydrated, and patient.

Hand-offs

Say the visitor's name and need aloud: 'Jordan runs two tint bays and wants faster training—Sam, can you show the cut workflow?' That feels personal and prevents repeats.

QUICK CHECK

- ☐ Practice opening question
- ☐ Schedule breaks
- ☐ Rehearse hand-offs
- ☐ Set photo permission rule

REMEMBER



Never punish a team member for asking for a hand-off. It is a professional move.

LEADS

Build a lead capture system

A badge scan is not a lead until you add context and a next step.



ASK



TAG



ASSIGN

Minimum fields

Name, company, role, email or mobile, category of interest, timing, and a short note. Add a clear permission choice for follow-up where needed.

Fast notes

Use simple tags: HOT = appointment requested; WARM = needs information; NURTURE = future timing; PARTNER = distributor/media/trainer. Keep the definitions on the device.

Daily cleanup

At lunch and close, sync, check missing fields, remove duplicates, and assign owners. A clean list beats a large pile of mystery scans.

REMEMBER



The best lead note answers: what did they care about, and what did you promise?

DEMONSTRATIONS

Demo bay rules

A great demo is short, visible, safe, and tied to a real shop outcome.

Design it

Use a three-part loop: name the problem, show the technique or product, and state the result. Keep a full loop under five minutes for aisle traffic.

Protect people

Secure blades, heat sources, chemicals, tools, and cords. Follow venue and manufacturer rules. Stop the demo if crowding makes safe work impossible.

Invite participation

Let a qualified visitor touch a sample, compare an edge, or try a guided motion when appropriate. Participation creates a better memory than a speech.

QUICK CHECK

- ☐ SAFE
- ☐ VISIBLE
- ☐ REPEATABLE

REMEMBER



Never improvise a risky demo to impress a crowd.

Giveaways that don't waste money

A giveaway earns its space when it starts a useful conversation or supports follow-up.

**USEFUL****RELEVANT****TRACKABLE**

Better choices

Sample cards, install-friendly tools, measurement aids, useful shop checklists, and a practical mini guide can stay on a workbench after the show.

Use a gate

Offer higher-value items after a qualified conversation or scheduled demo. You are not being stingy; you are making your team time count.

Skip the clutter

Random plastic, oversized bags, and items unrelated to your offer may create traffic but rarely create fit. Spend that money on a better demo or follow-up.

REMEMBER



Ask: would our ideal customer keep this near the bay?

SETUP

Day-before setup checklist

Work from the back of the booth toward the aisle. Save the polished details for last.

Build

Check power, internet, lighting, furniture, graphics, and the demo surface. Photograph serial numbers and any visible freight damage before signing off.

Test

Run the entire lead flow from QR code to confirmation email. Test the demo in real lighting. Confirm videos have captions or can be explained without sound.

Stage

Set only the supplies needed for the first rush. Label bins, hide cases, set water, and post the next day's shift schedule where staff can see it.

QUICK CHECK

- ☐ Power and internet tested
- ☐ Lead flow tested
- ☐ Demo loop rehearsed
- ☐ Supplies labeled
- ☐ Team huddle scheduled

REMEMBER



Finish early enough to eat, review the plan, and sleep.

Show-day morning checklist

Open the booth before visitors arrive, then keep the first huddle under five minutes.

Reset

Wipe surfaces, replace samples, charge devices, refill cards, and check the aisle-facing message. A fresh booth signals that you are ready.

Huddle

State the daily goal, one product focus, key appointments, break coverage, and a single behavior to practice—such as asking every visitor one qualifying question.

Floor rhythm

Have a greeter near the edge, one person ready for demos, and one person able to capture leads. Rotate before energy drops.

QUICK CHECK

- ☐ Open 20 minutes early
- ☐ Check appointments
- ☐ Set daily target
- ☐ Assign break coverage

REMEMBER

! The team should know the goal before they know the gossip.

How to walk WFCT

Even exhibitors need a smart floor-walking plan.



PARTNERS



CUSTOMERS



EDUCATORS

Make a hit list

Identify partners, suppliers, competitors, educators, and customers you need to meet. Write one reason for each meeting so your visit has purpose.

Walk in loops

Visit nearby booths during quiet windows, then extend outward. Do not leave the booth uncovered during peak traffic just to browse.

Use transitions

Competitions, education breaks, and evening events are natural places to reconnect. Ask a specific question about what the person just saw or learned.

REMEMBER



Five prepared conversations beat fifty business cards collected with no context.

Competition spectator notes

Competitions reveal what serious installers care about: process, pace, finish, and pride.

**WATCH****NOTE****FOLLOW UP**

Categories

Watch Automotive Tint-Off, Architectural Tint-Off, Decorative, PPF, and Vehicle Wraps. Each category creates different questions and different product conversations.

What to observe

Notice prep, tool choice, body position, sequencing, error recovery, and crowd questions. Take notes on recurring pain points—not just the winner.

Respect the moment

Do not interrupt competitors, block sightlines, or turn spectator areas into an aggressive sales zone. Be helpful, curious, and easy to approach afterward.

REMEMBER



A competition question can open a better conversation than a product pitch.

Hall of Fame & evening events

The best conversations often happen after the aisle is quiet.

Show up prepared

Bring a short introduction, not a sales monologue. Say who you help, what you are learning at WFCT, and one question that invites the other person to talk.

Use the room well

Reconnect with someone from the booth, thank an educator, or meet a distributor. Keep it light; the purpose is trust, not a rushed close.

Capture context

After a conversation, write a two-line note while it is fresh: person, topic, and promised next step. Do not rely on memory after a long day.

REMEMBER



The follow-up note matters more than the perfect handshake.

Family Film Day notes

Saturday, Aug 29 includes Family Film Day. Plan for a welcoming, flexible pace.



WELCOME



SAFE



SIMPLE

Make room

Keep aisles clear, tools controlled, and your booth easy to understand from a few feet away. Families may be curious even when they are not buyers today.

Choose friendly moments

Use visual samples, simple before-and-after explanations, and safe hands-off activities. Avoid jargon and do not make anyone feel in the way.

Support the brand

A helpful family interaction can make your company memorable to an installer who returns later. Kindness is good business and good community behavior.

REMEMBER



Use kid-friendly does not mean leave products or sharp tools unattended.

The 48-hour follow-up plan

Speed wins because the visitor can still remember your booth and the problem they wanted solved.

 BACK UP

 PERSONALIZE

 SCHEDULE

0–6 hours

Back up leads, assign owners, flag hot appointments, and send promised resources. Thank your team and capture what worked while it is fresh.

6–24 hours

Send personal messages to hot and warm contacts. Mention their shop, their need, and the exact next step. Do not send one generic blast to everyone.

24–48 hours

Call or text where permission and context support it. Schedule demos, quote requests, training conversations, or distributor hand-offs. Report outcomes against your goal.

REMEMBER



A good follow-up contains one useful item and one easy next action.

MEASURE

ROI worksheet

Use simple math. You can improve what you can see.

Costs

Booth/sponsorship: \$_____ Travel/lodging: \$_____ freight: \$_____ graphics/demos: \$_____ staff time: \$_____ total: \$_____.

Results

Qualified leads: _____ meetings booked: _____ opportunities created: _____ expected gross profit: \$_____ pipeline value: \$_____.

Review

What brought the best conversations? Which demo question worked? What should be removed, repeated, or funded next year? Write the answer before the team scatters.

QUICK CHECK

- ☐ Total every cost
- ☐ Define qualified lead
- ☐ Count booked next steps
- ☐ Schedule 30-day review

REMEMBER



Do not judge ROI only by orders placed on the floor. Track the follow-up pipeline too.

Common mistakes

These are normal mistakes. The fix is usually simple.



SIMPLIFY



OWN



FOLLOW THROUGH

Trying to say everything

Fix: pick one promise and one hero demo. Put the rest in follow-up material.

Scanning without notes

Fix: require one useful note and a next-step tag before a lead is complete.

Leaving the booth uncovered

Fix: schedule floor walks and breaks. Traffic does not wait for your return.

Treating setup as optional

Fix: use the checklist. Test the whole visitor experience before doors open.

Waiting until Monday

Fix: prepare templates, owners, and follow-up blocks before the show begins.

REMEMBER



If the process feels complicated, remove steps before adding technology.

WFCT glossary

Quick plain-English terms for new exhibitors and team members.

Booth Captain

The on-site owner who keeps people, schedule, and operations moving.

Qualified lead

A person or company that fits your audience and has a meaningful reason to continue the conversation.

Demo loop

A short, repeatable demonstration that shows problem, method, and result.

Material handling

The official movement and delivery of freight within the venue; confirm requirements in the exhibitor information.

CTA

Call to action—the one clear thing you ask a visitor to do next, such as book a demo or scan a guide.

REMEMBER



If your team uses a term differently, define it before show open.

Master exhibitor checklist

Print this page. Check it during the final two weeks.

Strategy

Goal, target attendee, hero offer, demo, CTA, meeting plan, and daily metric are written and shared.

Operations

Booth services, freight, insurance, badges, hotel, travel, power, internet, cleaning, and return shipment are confirmed.

Experience

Graphics, sample boards, demo kit, QR page, lead form, giveaway, backup supplies, and accessibility basics are tested.

People

Roles, shifts, breaks, hand-offs, attire, opening questions, content rules, and escalation contact are set.

QUICK CHECK

- ☐ Goal and measurement written
- ☐ Official exhibitor deadlines checked
- ☐ Freight and returns planned
- ☐ Hotel/travel confirmations saved
- ☐ Demo and lead capture tested
- ☐ Team schedule shared
- ☐ Follow-up owners assigned

REMEMBER



Completing this list early gives you time to fix the one thing you missed.

Master team checklist

A calm, useful team creates more value than a loud one.

Before each shift

Know the day goal, product focus, appointments, and your role. Bring water, charged devices, and a positive first question.

During conversations

Listen first, use plain language, show proof, capture context, and agree on a next step. Ask for a hand-off when it helps the visitor.

At hand-off

Share the visitor's name, need, and timing. Introduce the next teammate instead of pointing across the booth.

At close

Sync leads, flag urgent follow-up, replenish supplies, share one learning, and leave the booth ready for tomorrow.

QUICK CHECK

- ☐ Arrive on time
- ☐ Know your opening question
- ☐ Log complete lead notes
- ☐ Protect safe demos
- ☐ Take breaks on schedule
- ☐ Share end-of-day learnings

REMEMBER



You represent the brand in every hallway, session, and evening conversation.

Resources & contacts

Keep the official event information close at hand.



SITE



CONTACT



CONFIRM

Event site

wfctevent.com — use it for current registration, schedule, exhibitor manual, competition, and attendee information.

Exhibitor contact

Barry Atkins • batkins@glass.com • 540-602-3268. Contact the event team early when a booth, sponsorship, shipping, or service detail is unclear.

Venue

Henry B. González Convention Center, Halls 1–2, San Antonio. Confirm access, loading, and venue-specific operating details through official event materials.

Hotel reminder

Marriott Riverwalk / Rivercenter group rates have been listed around \$189/night using code AGWFCT. Availability, rate, and deadline can change—verify before booking.

REMEMBER



When official instructions and a third-party tip conflict, follow the official instruction.

Bring the learning home

WFCT can be a turning point when the team turns notes into action.



LEARN



APPLY



GROW

Do the simple things

Show a clear promise, respect visitors' time, make the demo useful, record the next step, and follow through quickly.

Keep building

Save your results, booth photos, scripts, and lessons in one folder. That becomes next year's unfair advantage—and your everyday shop playbook.

Installer Report Library

Find more plain-English guides, operator notes, and practical tools built for the people who install, sell, manage, and grow the trade.

REMEMBER



Good events do not end at checkout. They become better systems back at the shop.