


**23<sup>rd</sup> ANNUAL**  
**Central Carolina**  
**SMALL BUSINESS**  
**EXPO**  
**& MARKETPLACE**

*Proudly Sponsored by*



**Central Electric**  
**Membership Corporation**

A Touchstone Energy® Cooperative 



**Wednesday**  
**May 11, 2011**

**Business to Business**  
**Show Hours**  
**7:30 a.m. - 10:00 a.m.**

**Business to Consumer**  
**Show Hours**  
**10:00 a.m. - 4:00 p.m.**

**Dennis A. Wicker Civic Center**

For more information, call 919.774.6442  
or visit our website: [www.leesbc.com/expo](http://www.leesbc.com/expo)

# Welcome to the 2011 Small Business EXPO & Marketplace!

Thank you for participating in the 23rd Annual Small Business Expo. Our Corporate Sponsors and the EXPO Steering Committee have worked hard to assure that the EXPO will be a positive experience for you and an excellent value for your marketing dollar.

Important Quick Facts:

**MANUAL:** We continue to present almost 100 exhibitors and boast having one of the best small community Business Expositions in the state. The enclosed manual includes logistics information and rules necessary to assist first time and experienced exhibitors. Please read this manual thoroughly. Much of what you need to know about Central Carolina Small Business EXPO is enclosed. In order to maintain the theme and spirit of EXPO, there are a number of rules, regulations and guidelines that must be followed. All rules will be enforced and failure to follow them could result in having to vacate or relinquish your booth, SO PLEASE REVIEW. Feel free to ask any of the committee members, the Sanford Area Chamber of Commerce staff or the staffs of the CCCC Small Business Center and Civic Center any questions you may have.

**FLOOR PLAN:** Your booth assignment and location will be shown on the floor plan maintained on this web site. Updating of the floor plan will occur weekly, however this will depend upon registrations, webmaster availability and other unforeseen factors.

**EQUIPMENT:** Please note that your need for additional tables, carpet or other equipment should be ordered from Blue Ribbon Show Services. You may do this by going to the SBC web page by clicking <http://www.leesbc.com/expo.html>. Once on the page, please open the "Blue Ribbon" drop-down box at the top of the page. To order additional booth equipment (extra tables, carpet, and other special equipment), simply print and fill the Order Form or place the order by phone. **Neither the Expo committee nor the Dennis A. Wicker Civic Center will provide extra tables on set-up day.**

**MARKETING:** The EXPO Steering Committee has commitments to market the show well on your behalf. As an Exhibitor, you can help a great deal by marketing to your employees, friends and customers. It is the combined effort from all that has the greatest impact. We are happy to provide you with flyers to post in your business or email to your distribution list. Please use the 5 advance VIP tickets you receive as an exhibitor to encourage your contacts to come to the show.

Again, thank you for your participation, and welcome to the Central Carolina Small Business EXPO. Be sure to contact us, if we can be of further assistance at 775-7341 or [info@sanford-nc.com](mailto:info@sanford-nc.com).

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*\*Additional Equipment Order Forms are Available at the Civic Center*

## SCHEDULE OF EVENTS & KEYPOINTS

|                              |  |
|------------------------------|--|
| <b>Thursday, May 5, 2011</b> | <b>BANQUET CELEBRATION, DAW Civic Center</b> |
|------------------------------|--|

5:30p ..... Social  
*Sponsored by TBA*  
 6:30p–8:30p ..... Dinner\*  
*Sponsored by Davenport, Marvin, Joyce & Co. LLC*  
*Entertainment Sponsored by WWGP Broadcasting Corporation, Inc. (WWGP/WFJA Radio Stations)*

**\*Exhibitors have 2 complimentary tickets (Value \$50.00). However, YOU MUST ACTIVATE THEM. RSVP by April 21 by calling 919-775-7341 or emailing info@sanford-nc.com. Otherwise tickets are not honored.**

|                              |                               |
|------------------------------|-------------------------------|
| <b>Tuesday, May 10, 2011</b> | <b>EXPO EXHIBITOR MOVE-IN</b> |
|------------------------------|-------------------------------|

3:00p–9:00p ..... Exhibitor Set-up (Exhibitors must show by 8:00P)  
 10:00p ..... Exhibit Hall Closes, Overnight Security Begins

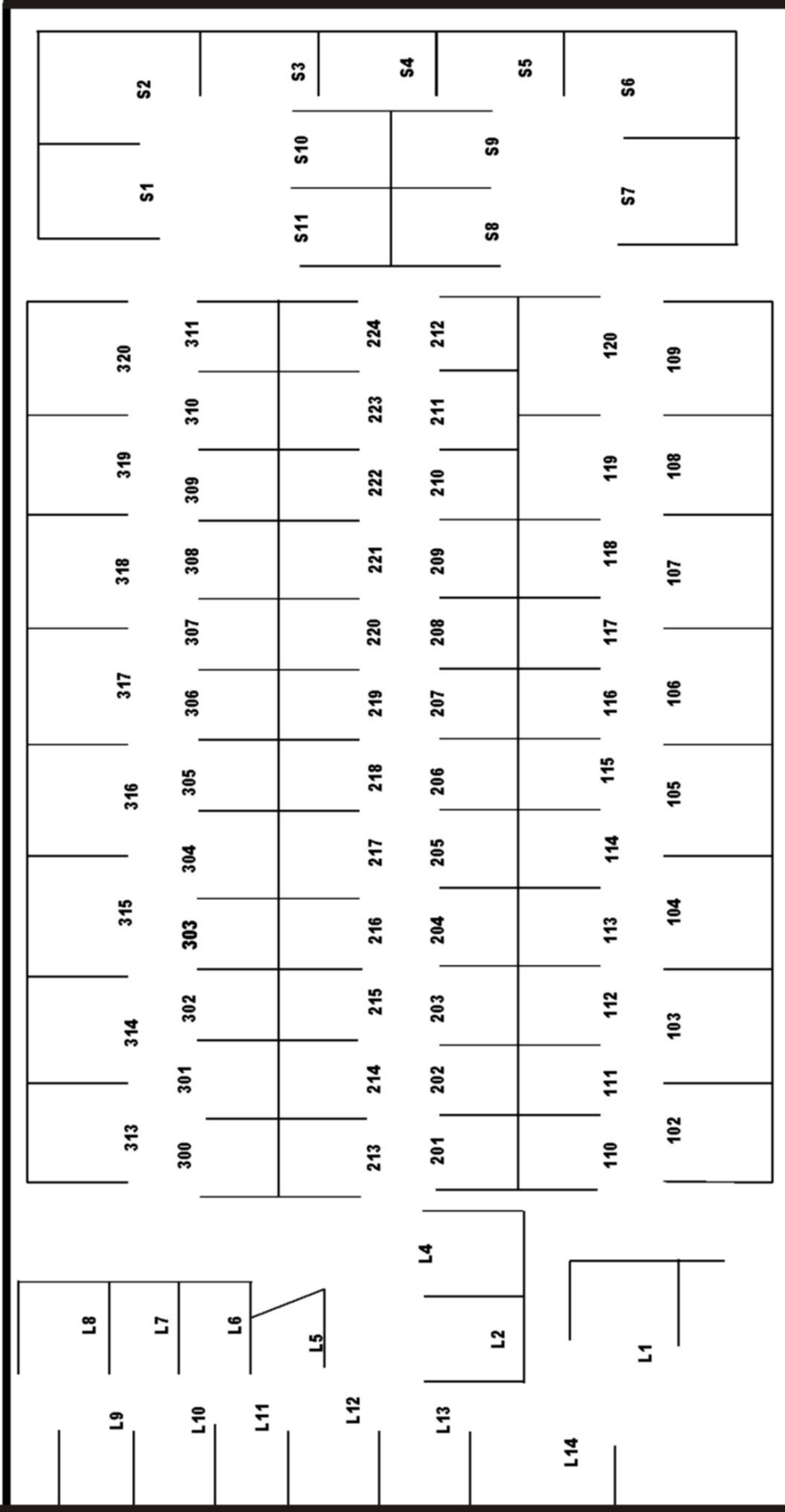
|                                |                       |
|--------------------------------|-----------------------|
| <b>Wednesday, May 11, 2011</b> | <b>EXPO SHOW TIME</b> |
|--------------------------------|-----------------------|

6:00a–7:30a ..... Exhibit Hall Open to Exhibitors (Minor Booth Adjustments Allowed)  
 7:30a–10:00a ..... Business to Business Exhibition Show (Invitation only)  
 10:00a ..... Ribbon Cutting Ceremony  
 10:0a–4:00p ..... Public Show Hours  
 6:00p–10:00p ..... Breakdown Exhibits Prohibited Prior to 4:00p

### KEY POINTS

- Exhibitors **MUST** move in and set-up on Tuesday, May 10 (See Times Above). **NO EXCEPTIONS!**  
*Minor booth adjustments can be made on Wednesday morning between 6:00a–7:30a.*
- REMEMBER SHOW STARTS 7:30a.
- Exhibitors may not break down their exhibit before 4:00p on Wednesday.
- Show colors are Red, White, and Blue. **YOU MUST PROVIDE YOUR OWN TABLE COVER/DECOR.**
- **Sales are permitted and encouraged!!**
- Booths must be manned at all times. There will be Ambassadors to assist with this.
- Extra tables and other equipment will not be available on set-up or show days, if not ordered in advance.  
*These may be ordered from Blue Ribbon Show Services. Order Form is at [www.leesbc.com/expo](http://www.leesbc.com/expo).*
- Standard 110v power will be provided. Exhibitor must furnish 50-foot, grounded, extension cord.
- Every exhibitor will receive 2 complimentary lunch vouchers. Lunch is served in the hospitality room from 11:00a–2:30p. Badges must be worn and tickets presented.  
*A limited number of guest and additional meals available for \$4.00 each.*

# Typical Expo Floor Plan



Note:  
Final floor plan setting may change slightly  
depending upon exhibitors and their needs .

## EXHIBITION GUIDELINES

### ANIMALS

No live (caged or uncaged) animals will be permitted in the building, unless prior approval is given. Outside animals are accepted with proper signed release and management approval.

### ART OR PICTURES

The display of nudes or semi-nudes as a form of art is prohibited in Exhibitor booths.

### AUDIO/VISUAL

- Commercial radio and television reception is not valid Exhibit media and shall not be permitted, unless the Exhibitor's business is in media use.
- Audiovisual devices with audible sound are also specifically excluded, except where such devices will not interfere with adjoining Exhibitors. Media played must be directly related to the products, machines or services of the Exhibitor.

### BUSINESS-TO-BUSINESS BREAKFAST SHOW, VIP INVITATION ONLY

Wednesday, May 12, 2010, 7:30a–10:00a. Business and Industry will be invited to our "Business to Business Breakfast Show." Activities will occur on the floor of the EXPO, so you will want to be ready.

### BOOTH PACKAGE: (SEE DISPLAY FOR FURTHER DISCUSSION)

This is the standard package furnished as follows:

- **12'x10' booths:** one 8-ft alternating red and white cloth backdrop, two chairs, and two 6-ft tables.
- **8'x10' booths:** one 8-ft alternating red and white cloth, two chairs, one 8-ft table—not exceed 36-in height.
- Standard 110v power will be provided. Exhibitor must furnish 50-ft, grounded, extension cord.

### CANCELLATIONS

We understand that conflicts and problems occur; however, there is considerable difficulty in refilling exhibit space. Therefore, cancellations after March 15 will be charged \$25. One half the fees will be refunded on cancellations after April 7, if suitable replacement enlisted. No refunds after April 21, **no exceptions!** However, we appreciate advanced notice of your plans. Empty booths do not help the overall image of the show.

### CHARACTER OF EXHIBIT

Each Exhibitor agrees to exhibit only products and services of his/her own manufacture or exclusive distribution. EXPO Management reserves the right at any time to prohibit or remove any Exhibit display or device that, in the opinion of the Management, is not in keeping with the fundamental character and spirit of Central Carolina Small Business EXPO. Each Exhibitor is expected to exhibit in good taste and demonstrate an example of good ethical behavior throughout the EXPO.

### COMBUSTIBLE

No combustible materials shall be used at any time. Use of propane for cooking purposes is permitted, providing a certified and tested fire extinguisher is within 6 feet of reach at all times. Exhibitor must supply fire extinguishers. Any gasoline-powered engine that is to be used in the EXPO must have less than 1/4 tank of gas.

## **COMMUNICATIONS AND CONNECTIONS: (TELEPHONE AND INTERNET)**

- Wireless DSL Internet: COMPLIMENTS OF WINDSTREAM  
Windstream has most kindly offered to allow exhibitors Free access to wireless.

## **COMPLIANCE**

Exhibitors are cautioned to observe these policies and conditions governing booths, signs, subletting of space and displays. Failure to comply with these conditions or any other rules and regulations, or any amendments thereto may be sufficient cause for the Management to require prompt conformity or the immediate removal of the Exhibit. In such event, the Exhibitor will forfeit all fees and rentals paid and will be suspended from exhibiting for a minimum period of at least one-year with a longer period to be determined by Management.

## **DAMAGE TO PROPERTY OF OTHERS**

The Exhibitor causing such damage must pay any damage in full to the EXPO or exhibitor whose property has been damaged.

## **DISMANTLING EXHIBITS**

Exhibitors will not be permitted to dismantle Exhibits or start packing prior to the closing of the EXPO at 4:00p. Premature departure results in disruption, patron dissatisfaction, and a poor EXPO image. Failure to comply will result in suspension from exhibiting at EXPO for a minimum of one full year.

All Exhibit materials including boxes and other debris must be removed from the Exhibit Hall by 10:00p closing day.

Booths must be manned at all times and Exhibit activities must be conducted in such a manner so as not to interfere with the approved activities of any other Exhibitor. Specifically prohibited is excessive noise and activities that block entrance and exit from neighboring booths.

## **CONSTRUCTION: (SEE DISPLAY GUIDELINES PICTURES IN BACK OF MANUAL)**

- All displays should be "professional" in appearance. Tables must be covered to the floor and all boxes stored.
- Displays must not block the view of neighboring exhibits. Thus, exhibit displays may not exceed the height of 8 feet nor exceed 36 inches in height in the front 50% of the booth. (*see display picture in back*)
- Construction exceptions must be sketched and submitted to the EXPO Committee by April 26. Non-approved displays will not be permitted.
- Exhibitor comfort will be greatly enhanced by placing carpet in their booth. Carpet can be ordered from show services at [www.leesbc.com/expo](http://www.leesbc.com/expo).

## **ELECTRICAL**

Standard 110v power will be provided. Exhibitors must furnish 50-ft grounded, extension cord. Special electrical needs must be coordinated in advance.



## EQUIPMENT

Extra tables, carpet and other equipment will not be available on set-up or show days if not ordered in advance. These may be ordered Blue Ribbon Show Services and an Order Form is available at <http://www.leesbc.com/expo.html> (Please click on Blue Ribbon Show Services Drop-down box). You may also call the Civic Center @ (919) 776-0345 for Blue Ribbon order forms.

Exhibitors who use computers in their displays are responsible for furnishing surge protectors.

## EXHIBITOR INFORMATION PACKS & OTHER

Information can be found and downloaded on Exhibitor web site at <http://www.leesbc.com/expo> or questions can be answered at back of this manual or by calling the Chamber at (919) 775-7341 or the Civic Center at (919) 776-0345.

- First time exhibitors and those that network will find Q&A valuable.
- VIP tickets will be mailed to you. Please help distribute to your clients to market the Expo.
- If desired, you may pick up an Exhibitor Package and floor assignment at the Civic Center anytime after April 24. Please contact the Civic Center if you are planning to do so at (919) 776-0345 .

## FAILURE TO OCCUPY SPACE

Space not occupied by 8:00p on setup day will be forfeited by the Exhibitor and may be reassigned without refund, unless a delayed occupancy approved by Management in advance.

- "No show" exhibitors will forfeit registration fee.
- Failure to occupy exhibit space for show entirety will result in a 1-year minimum suspension.

## FIREARMS

No firearms will be allowed in exhibit area or on the premises. Even firearms permitted are prohibited in this facility or on premises. **NO EXCEPTIONS WILL BE PERMITTED.**

## HOSPITALITY ROOM

- Refreshments will be provided in the Hospitality Room for **EXHIBITORS ONLY**, 11:00a–2:30p.
- Exhibitors must display official EXPO badge and ticket(s) to gain entrance to hospitality room. Two tickets per exhibitor provided. However, meals may be purchased at \$4.00 each for guests.

## INSURANCE

Exhibitors must arrange for insurance to provide adequate coverage for their own needs. Management will not be responsible for any losses on the part of the exhibitor.

## INTERNET CONNECTIONS: SEE COMMUNICATIONS AND CONNECTIONS

## LIABILITY

Central Carolina Community College, its Small Business Center, the Sanford Chamber of Commerce and the Central Carolina Small Business EXPO Committee is not responsible for any loss or injury to person or property.

- This will include any and all representatives or employees.
- Disclaimer continues in force regarding any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever during the full period of the Exhibition.
- Exhibitor expressly releases all of the aforesaid from, and agrees to indemnify each of them against any and all claims for such loss, damage or injury and has signed the liability disclaimer form, as a part of reservation form.



## MANAGEMENT

Central Carolina Small Business EXPO will be conducted under the direction of the Sanford Chamber of Commerce, EXPO Committee, Post Office Box 4002, Sanford, North Carolina, 27331-4002. Telephone number: (919) 775-7341. For convenience in these policies and guidelines, the EXPO Committee may be designated as "Director" or "Management" herein.

## MARKETING AND ADVERTISING

The purpose of the EXPO is to develop sales and sales leads for participating businesses. Your EXPO Team specifically pledges to make this the best marketing value in Sanford.

- A budgeted sum over \$7000 is allocated for advertising and special features.
- Ads will be placed on News media in surrounding counties, Sanford Herald, PSA's, roadside banners, Carolina Country Magazine and other. Ads will also be placed with WWGP/WFJA and WHLC, TV 46.
- Exhibitors or Steering Committee members **only** may obtain a contact list of EXPO exhibitors from the SBC or Chamber.
- The Sanford Herald has agreed to publish a Small Business Tabloid, a pull-out paper inserted in the newspaper, one week prior to EXPO Day. You may wish to advertise in the tabloid but this is **NOT MANDATORY**.
- EXPO and The Sanford Herald assure that each Business is listed and a floor plan locator added in the Tabloid.
- Purchased advertisement should include your booth number in your ad.
- Radio Stations WWGP/WFJA and WLHC will remotely broadcast from the EXPO site.
- Exhibitors may wish to advertise but this is **NOT MANDATORY**.
- WBFT-TV may be contacting you to advertise. You may wish to advertise with them but this is **NOT MANDATORY**.
- Exhibitors are encouraged, not mandated, to have samples, "give-aways" and/or drawings. It is suggested that drawings be limited to persons 18 years of age or older.
- Exhibitors must furnish their own registration forms for drawings.

## MODELS

The use of male/female models is NOT permitted unless used as Fashion Show Models. Prior approval is required by April 26. All models must be properly attired at all times. Scantily clad models will not be allowed on the Exhibit Floor. Swimsuits, bikinis, undergarments, lingerie and other items not in good taste or consistent with the purpose and intent of the EXPO will not be allowed.

## PARKING AND TRAFFIC

Ample parking is available at the Dennis A. Wicker Civic Center for the convenience of EXPO visitors during set-up on May 11th until 6:00a. On EXPO Day, exhibitors will be allowed to park directly in front of the Civic Center for convenience in unloading supplies. However, vehicles should be moved promptly to the designated Exhibitor Parking area once unloading has been completed on the morning of the show. At the close of the EXPO (after 4:00p), exhibitors may move their vehicles to the front to load supplies and equipment. Once loading has been completed, please move your vehicle to allow other Exhibitors to use the space.

- Your cooperation in obeying these requests will allow an orderly set up and dismantling of booths by everyone.
- Exhibitors may not park in undesignated parking areas or in Handicapped parking spaces without displaying Handicapped-parking tags. Police will strictly enforce the Handicapped and undesignated parking ordinances during EXPO.

## **SAFETY**

- The Exhibitor will use the immediate area of his/her booth in a safe and careful manner and will comply with all laws, regulations and ordinances in force in the City of Sanford, North Carolina and the County of Lee.
- Exhibit space may not be used for any unlawful purpose or in any manner as to injure persons or property.
- Due to OSHA regulations, free standing helium tanks will not be allowed. Helium will be furnished for a few decorative balloons.
- Aisles must be kept clear and displays must be within the booth.
- In case of emergency, an information booth will be placed on exhibit stage and in Lobby.
- Tripping hazards must be removed and carpet edges in booth front must be taped.

## **SALES**

Sales are permitted. Exhibitors must confine their exhibit activities to the space for which they have contracted.

## **SECURITY**

The Central Carolina Small Business EXPO will provide, on premises, overnight building security beginning at 10:00p, setup day until 6:30a Wednesday, EXPO day. **MANAGEMENT ONLY ASSUMES RESPONSIBILITY FOR BUILDING SECURITY, NOT INDIVIDUAL BOOTH SECURITY.**

- Exhibitors should not leave any valuables in their booth overnight during this period.
- Security will be visible on the floor and parking lot on the day of the EXPO.

## **SET UP OF EXHIBITS**

Booths in the Exhibit Hall will be set and available to the Exhibitors from 3:00p–9:00p, Tuesday, May 11, 2010.

- All Exhibits must be set up during this designated time period.
- All exhibits **MUST** have evidence of set up by 8:00p on Tuesday, May 11.
- Minor booth adjustments can be made on Wednesday morning between 6:00a–7:30a.
- Management reserves the right to replace "no-shows" after 8:00p set-up night, unless prior arrangements have been made.

## **SHIPMENT AND RECEIPT OF GOODS**

Shipment of goods and materials, etc. to the Dennis A. Wicker Civic Center in advance of the EXPO will be accepted and stored within 10 days of the event. No COD's accepted. Note: Central Carolina Community College and its Small Business Center, the Dennis A. Wicker Civic Center, the Sanford Chamber of Commerce and the Central Carolina Small Business EXPO Committee will not be held liable for any loss or damage to items stored at the Civic Center.

## **SIGNS**

Signage is not provided by Management, but may be ordered from Blue Ribbon Show Services and an order form is available at <http://www.leesbc.com/expo.html> (Please click on Blue Ribbon Show Services Drop-down box). You may also call the Civic Center @ (919) 776-0345 for Blue Ribbon order forms.

- Companies may use banners or signs in addition to the standard sign.
- Signs may not exceed a height of 8 feet.

## **SMALL BUSINESS BANQUET**

The Small Business Banquet will be held at 6:30p on Thursday May 5<sup>th</sup> with a social starting at 5:30p in the Dennis A. Wicker Civic Center. Two complimentary tickets have been provided for you as part of your booth package. You must RSVP to 919-775-7341 to activate them before April 21st. Afterward, they will be taken on a space available basis. Extra tickets may be purchased for \$25.00 at the same number. Checks should be made payable to Central Carolina Community College.

## **SOLICITATION**

Exhibitors will not be permitted to use strolling entertainment and moving advertisements. A moving advertisement shall be construed to mean any mobile or immobile object distributed by an Exhibitor that would tend to attract attention when carried throughout the Exhibit building. Businesses not exhibiting in the EXPO are banned from outwardly marketing.

## **SUBLETTING OF SPACE**

EXPO's intent is to introduce as many businesses as possible and to assure that each business represented has paid an appropriate fee. Thus, no Exhibitor may assign, sublet or apportion the whole or any part of their space to another Business. Exhibitors are also prohibited from distributing any advertising materials for another business not authorized in that space.

- Booths may not be combined without the express approval of management.
- Companies (subsidiary, distributor or affiliate) will not be permitted to identify itself with another company in order to take advantage of the other's position for space assignment.

## **UNCONTROLLABLE EVENTUALITIES**

Reasonable precaution against damages will be taken, but Management does not guarantee, nor insure the Exhibitor against loss by reason thereof. In the event the Exhibition Hall becomes inoperable prior to the opening of the EXPO due to fire or other circumstances beyond management's control, management reserves the right to retain part or all of paid booth fees to cover expenses incurred prior to the opening of the EXPO.

## Typical Questions and Answers

### Q. What do I need for my booth?

A. Your booth will be provided with decorative drapery and a table. You will need to provide your own business presentation materials and products within the booth walls.

### Q. Can I sell from my booth?

A. Yes! Checks and credit cards only. You may also take orders.

### Q. Can I set up earlier or later than the times stated in the book?

A. You may not set up earlier than 2:00p. Our experience dictates that it takes the earlier part of the day to set up pipe & drape. If you cannot setup before 7:00a, please notify the Civic Center before set up day. The steering committee reserves the right to replace no-shows after 8:00p.

### Q. What do I do for electrical connections?

A. The EXPO provides normal 110Volt electrical supply at no cost to the Exhibitor. There may be a charge for special power needs beyond our standard 110v. **Exhibitors must bring their own 50-ft extension cord.**

### Q. If someone must be in my booth at all times, what do I do for lunch or breaks?

A. The Steering Committee Members, Chamber Staff, CCCC and Chamber Ambassadors, SBC & Civic Center Staff and others will be available to stand-in for the proprietor. Place your "help me" sticker at the end of your pole. Notify the SBC if you need an ambassador while you eat lunch prior to Expo day.

### What do I need to do to attend the Small Business Banquet?

A. The EXPO provides two complimentary tickets to the Banquet with each exhibitor package. To activate the tickets you need to RSVP at 919-775-7341. On Banquet night, complimentary tickets will be provided on a first-come basis only.

### What if I can't come to the banquet? May I give these tickets to clients or employees?

Yes, the tickets are for your use. However, you will need to RSVP for your tickets by April 21st.

### Will security be provided for the exhibitors?

Yes, the facility will be locked and secured the evening of Exhibitor Move-in.

If you have questions or need further information,  
please call the Chamber at (919) 775-7341.

## HOW TO RUN A SUCCESSFUL EXHIBIT

- Be organized.
- Rehearse sales introductions, presentations and closing at a pre-exhibit sales meeting before the Expo. Do role-playing if necessary.
- Remind yourself and your team about the basics of Exhibit floor selling.
- Wear comfortable clothes and shoes.
- Make sure someone is manning your booth at all times.
- Keep your booth looking fresh and clean at all times. Replenish as needed.
- Wear your name badge on the right so people can see your name.
- Speak slowly and clearly. Exhibit halls are noisy.
- Don't carry on personal conversations with staff members while in booth.
- Greet people in front at aisle, not back in booth. Welcome them into your booth.
- Don't sit down. Appear "ready to help."
- Never start a conversation with "Can I help you?"
- Introduce yourself and ask a leading question. (What business are you in? What are your special purposes for attending the Expo this year?)
- Use the first moment to "qualify." Then, decide to sell or not.
- Describe what you are offering with a tie-in to your prospect's interest in a very few moments. A learning dialogue—a summary.
- Ask about buying interest within five minutes. (Are you interested in this? Should we plan to meet later back at your office? Do you think what we have fits with your needs?)
- Remain polite and professional. Always smile and greet visitors with enthusiasm. Make them feel they are the reason you are here.
- Do paperwork, leads, and orders right away. Write clearly. Include why the prospects want to meet later, beyond product interest.
- Schedule a short post-day meeting with your staff to analyze paperwork and compare notes.
- Operate as a team; be unselfish. Everyone will do better.
- Avoid barriers that prohibit entrance into your booth by visitors. Tables are not allowed in front of the booth.
- Ask qualifying question on your entry blanks. (Ex: Are you interested in XYZ product?)

Note: The SBC and Chamber of Commerce will be have a Lunch and Learn Seminar to help you:

### **“Marketing to the Masses: Getting the Most out of Expos and Trade Shows”**

Expos and trade shows are excellent ways to promote your business, if you approach them with a plan. In this seminar, you'll learn how to set a goal, plan your booth space, be productive during the event and make the most of your entry fee. Whether you are a newcomer to this form of marketing or you've participated in expos before, you will walk away with valuable tips and tricks to ensure your business or organization is remembered...in a good way. By Kelly Klug, Lighthouse Documentation and Training.

**04-14-2010**

**11:30a–1:30p**

**Chamber of Commerce**

**Must Pre-register**

**Free to exhibitors to attend, \$10 if you would like lunch**



## Top 10 Tips for a Successful Small Business Expo

### 1. **Always have a clear goal!**

Whether it's to introduce a new product or service, gain 10 new prospects or raise your business profile in the community, do not attend the Expo without a clear goal and strategy to reach it.



### 2. **Take advantage of built-in B2B networking with other exhibitors.**

Take a peek at the list of exhibitors before the day of the Expo so you can accomplish two things: find out who you definitely want to visit and scope out your competition!

### 3. **Send an invitation to your entire customer base.**

The Small Business Expo advertises online, in the paper, on the radio and on television, but it's up to YOU to get customers to your specific booth. Additional marketing never hurts!

### 4. **Follow up with every contact.**

Have a follow up note/email to send out to every contact you make. Better yet, have it written BEFORE the Expo to make your post-event to-do list easier.

### 5. **Pack a survival kit.**

Extra business cards, extra promotional items, a notepad and pen for everyone working your booth, tape, scissors, extra "S" hooks, bottled water and easy-to-eat snacks.

### 6. **COMFORTABLE SHOES!**

If your feet hurt, it'll show.

### 7. **Promotional items matter.**

If you're using promotional items, they should be well thought out and designed to increase top of mind awareness in your potential customers. Items should reflect your overall theme at the expo, your goal and your business. For example, if you're in the "go green" business, don't offer letter openers or bottled water. Offer reusable bottles, reusable shopping bags or a corn-shaped recycled thermometer.



### 8. **Speaking of promotional items, save those goodies for customers you actually engage!!**

There's not a thing wrong with hiding premium items from the "trick or treaters" and saving them for prospects. Put a bowl of candy out there for everyone else!

### 9. **Do something memorable!**

Attendees will be stopping by loads of booths and you want to make sure they remember you. Play a game, wear a stand-out tie...do something to differentiate yourself from every other exhibitor out there.

### 10. **Finally, use the Expo to drive customers to your business.**

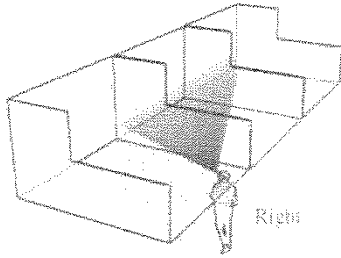
Instead of giving away pens and letter openers, give away coupons or have a special Expo offer. Hand out in-store coupons, service discounts or buy one get one free offers. How about a "subscribe today and save 20%" offer? Or include an offer in your follow up note. Finally, if you're really attached to promotional items, how about offering a trade-in deal? Bring the ink pen you got at the booth today to my store and we'll trade it for a mug or tote bag? Be creative...don't let the expo business end at the close of the show!



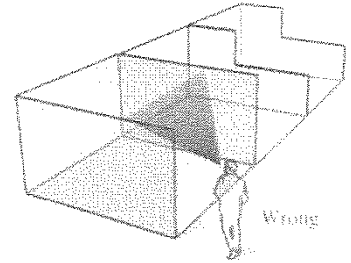
The point is: times are tough. Doing business today is tougher than before and it will take planning, preparation, goal setting and some elbow grease to make this year's Expo a great success for you. Don't fly by the seat of your pants on May 11th. You've invested time and money to be a part of the Expo...make it worth your while!

# BOOTH CONSTRUCTION

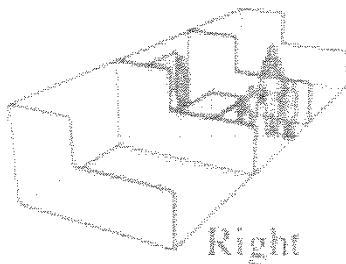
This addition to the exhibit section is based on material endorsed by the National Association of Exposition Managers, Exhibit Designers & Producers Association, Exposition Services Contractors Association and The National Trade Show Exhibitors Association.



Right

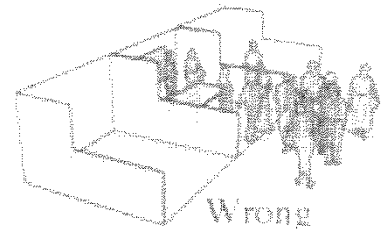


Wrong

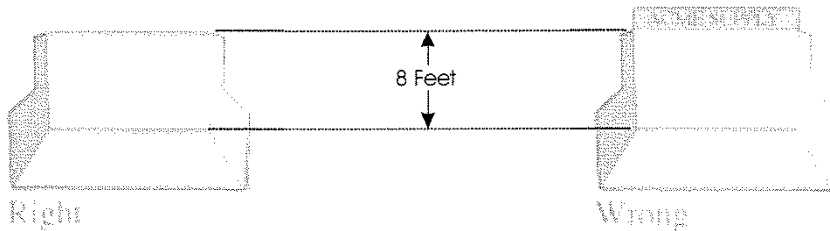


Right

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Booth construction may extend outward 50 percent of the depth of the booth at the established height limit of eight feet: booth construction in the front 50 percent must not exceed 36 inches in height. Exhibitors must confine their exhibit activities to the space for which they have contracted: aisles may not be used as exhibit space. Excessive noise or activity that blocks traffic in and out of neighboring booths is prohibited.



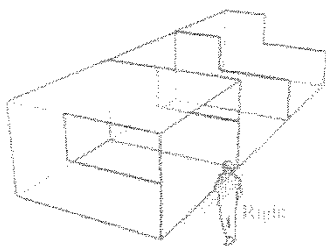
Wrong



Right

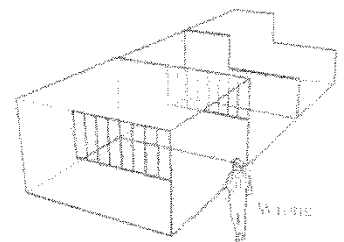
Wrong

No signs or advertising matter may be placed on any equipment, product, display unit or wall above the designated height limit: exhibitors requesting special height consideration must submit sketches of their booth construction to the director at least 30 days prior to the opening of the exhibit. The director may consider variance on this rule when it would not affect the adjoining exhibitor.



Right

Exhibitors using canopies or false ceilings over their exhibit may use vertical supports up to 8 feet in height and 3 inches in diameter, if a reasonable sightline is maintained from the aisle to a neighboring exhibit. Such canopies and corner supports must be in keeping with the intent of the section on depth.



Wrong