



Media Release
For Immediate Release
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Regional “Open for Business” EXPO an Overall Success

Tri-Cities, WA – The Tri-City Regional Chamber of Commerce hosted the Regional “Open for Business” EXPO presented by Gesa Credit Union, on Wednesday, October 26th from 8:00 am – 6:00 p.m. at the TRAC Center in Pasco.

Attendance broke the 900 person mark and posted a higher attendance number than the year before by more than 200 people. As the day began with the first seminar at 8:30 am “The Power of Email Marketing” presented by Constant Contact, 53 people attended the Dana Pethia led course and set the stage for the rest of the day as the seminars from financial management to cloud computing demonstrated great interest from the attendee’s.

The increase in overall attendance could not have been more prominent as was seen at the EXPO Network Tri-Cities Luncheon. Keynote speaker Dr. Arun Raha, Chief Economist for the State of Washington, delivered a timely message that focused on the state of the global, federal, state and local economies before an audience of 440.

As the luncheon completed, the trade show floor opened to 111 exhibitor booths and drove the event home. “This was our first time at this event and we loved it. So much fun!” stated Crystle Cleavenger of Servpro of the Tri-Cities West. The Business to Business EXPO format was designed to provide opportunities for all businesses regardless of size ranging from sole proprietors to Hanford’s prime contractors. Additionally, companies ranging from start-ups to well-established entities were seen participating at the EXPO as evidence to the programs diverse format aimed to strengthen the entire business community. Mike Cameron of MDC Promotions said, “I was able to gain access to businesses that I couldn’t get to through cold-calls.”

At the end of the day-long event Danielle LaRiviere of Apple-A-Day, a Regional Chamber member from Yakima, said this when discussing the event, “It was fun and had lots of energy. I liked all the seminars throughout the day. The keynote speaker was very good and the topic was very interesting.”

To end the event, Schmoosa Palooza provided additional networking opportunities amidst a party atmosphere. More than \$8,000 in door prizes was given away to attendees and exhibitors alike. Furthermore, exhibitors were judged as part of the Schmoosa Palooza with the companies taking home awards:

Best in Show Award - Chukar Cherries

Best Booth Give Away Award – Financial Management, Inc.

Most Creative Booth/Exhibitor Award – Gesa Credit Union

Most Interactive Booth/Exhibitor Award - mdc promotions

Most Courteous and Cordial Booth Staff Award – American Family Insurance

Most Fun Activity or Game Award – Bella’s Office Furniture

Here is what some of the sponsors had to say regarding the EXPO:

“Tri-City Regional “Open for Business” EXPO was a great event for our company to participate in. We received a great amount of exposure and sales from this event. It was a perfect time to connect with our Local Business Community. We can’t wait to participate again next year.”

Thank You.
Israel Villarreal
Charter Business

“The Expo was great and we made a number of new contacts. We look forward to partnering with the Regional Chamber again in 2012!”

Larry L Forsgren
General Manager
KNDO/KNDU/SWx

When discussing the event, Kim Richards, Event Director for the Tri-City Regional Chamber of Commerce said, “This is the heart of what the Tri-City Regional Chamber is all about... providing productive programs and events that create business opportunities, connecting buyers and sellers, coordinating educational experiences to expand skill sets and presenting a positive atmosphere to network, which in the end creates good working relationships. Many of the exhibitors said that they had an excellent ROI and plan to participate next year.”

The 5th Annual Regional “Open for Business” EXPO is scheduled for October 24, 2012. For more information about the 2012 event, including exhibitor registration and sponsorships, contact Kim Richards, Event Director at 509.736.0510 or email kim.richards@tricityregionalchamber.com.

For more information:
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