

Tri-City Regional Chamber of Commerce



October 26, 2011

8:00 a.m. – 6:00 p.m.

TRAC Center, Pasco

Exhibitor Information

What does my exhibitor booth include? Each 10' x 10' space includes:

- Pipe and drape (back wall at 8') and 3' side walls
- One 6' table (**skirted table but no top linen**) & two chairs. Please bring your own linen or you may order through TRAC.
- Free wireless internet and one 500 watt (5 amp) electrical outlet. If you need additional power, please place your order through TRAC.

Please do not tape or staple anything to the drapes. You may use binder clips, "S" hooks, zip ties, etc. Booths must be staffed during all hours of the Expo. All display, demonstration or activities must be confined to the limits of the exhibitor's assigned booth. No booth display element may extend beyond contracted booth side boundaries.

You may order additional furniture, equipment, etc. from TRAC. Please refer to the Electrical & Equipment Vendor Order Form. **Deadline: October 14, 2011.**

How can I get power to my booth?

Your booth comes with one 500 watt (5 amp) electrical outlet. If you need more power, **additional service must be pre-ordered from TRAC by October 14, 2011.** Payment is made directly to TRAC. Please refer to the TRAC Center Electrical & Equipment Vendor Order Form. After that date, items may be ordered but at the more expensive Floor Order rate.

You are responsible for your own extension cords and power strips. You are encouraged to bring surge protector plug-in strips.

I'm not a restaurant but can I serve food or drinks at my booth.

No food or beverage may be served, unless you are a restaurant/caterer or pre-approved by the Tri-City Regional Chamber of Commerce. Pre-packaged items (i.e. wrapped candy, gum, etc.) are allowed.

I am a restaurant/caterer, are there any restrictions to the food that I may serve?

Samples must be free. Please provide small portions, appetizer size, etc. You may not dispense any alcoholic beverages. All Health Department requirements must be met and it is your responsibility to know and comply with those requirements.

Will any awards be given to Exhibitors?

Yes, we have a number of awards that will be presented. So, create the best booth display, think about interactive presentations and cordial and outgoing booth staffing, etc.

May I attend the seminars?

Yes, please attend as many seminars as you can. They're informative and offer additional networking opportunities. Seminars are 8:00 a.m. - 4:30 p.m.

What about door prizes & give-aways?

You may conduct your own give-aways at your booth (prize and value that you determine) but only door prizes that are submitted to the EXPO will be announced over the sound system. These prizes will be announced during Schmooza Palooza (*THE networking party*) from 4 – 6 pm and will be selected from all attendees that check-in at the EXPO registration desk. If you would like to provide a door prize for the EXPO give-away, the retail value needs to be greater than \$75. Please complete the **Door Prize Submission Form**, return it to the Chamber **by October 21st** and you will be added to the agenda.

Please bring your door prize to the EXPO & check it in at the Registration Desk.

What is Schmooza Palooza?

Schmooza Palooza is a networking party held on the trade show floor from 4 – 6 p.m. We're still conducting business ...just in a lively atmosphere with a Margarita Bar (beer, wine and non-alcoholic beverages too,) appetizers, music and prize presentations!

What time can I set up and move out?

- Doors open at 7:30 a.m. Check in at the Registration Desk in the atrium.
- **Set-up anytime between 8:00 a.m. and 11:30 a.m.** Your booth must be set-up **no later than 11:30 a.m.**
- No set-up will be allowed after 11:30 a.m. All exhibitors will be asked to leave the area until 1:30 p.m.
- The luncheon begins at Noon & concludes approx. 1:15 p.m.
- The Trade Show runs from **1:30 p.m. to 6:00 p.m.** and your booth must be open and staffed during event hours.
- **Tear down is 6:00 p.m – 7:15 p.m.**
- Please let us know if you need special assistance for load-in or move out. All boxes, crates, pallets, brochures, etc. must be removed. A fee will be assessed if trash is left in your booth space.

TERMS AND CONDITIONS

- Only exhibitors that have registered and are approved by the Tri-City Regional Chamber of Commerce may participate in the event and occupy an exhibitor booth space.
- No Exhibitor shall assign, sublet, or share the space allotted without prior consent of the Tri-City Regional Chamber of Commerce.
- All aisles shall be under the control of the Tri-City Regional Chamber of Commerce. Each Exhibitor is asked to respect to the rights of other Exhibitors.
- Sound systems are permissible. Sound should be directed only in the exhibitor's booth or vertically. The Tri-City Regional Chamber of Commerce shall exercise absolute control over this regulation.
- Exhibitors or their agents shall not injure or deface the walls of the building, the booths, or the equipment of the booths. When such damage appears, the Exhibitor is liable to the owner of the property so damaged.
- The Tri-City Regional Chamber of Commerce, TRAC Center or any of its agents shall not be liable for any damage to the property or loss of business to the Exhibitor or any person using its allocated space, or for any loss by theft or other means during the Expo.

Thank you for participating



Tri-City Regional Chamber of Commerce



Door Prize Submission Form

Business Name _____

Contact Person _____

Phone # _____

Email _____

Door Prize: Description

Door Prize Value: \$ _____

Deadline: October 21, 2011

Please return this form by October 21st to the Tri-City Regional Chamber of Commerce

Email: kim.richards@tricityregionalchamber.com or FAX 509-783-1733

For questions, please contact Kim Richards at 736-0510.

Thank you



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Promoting Your Expo Booth

- If you have a **reader board**, post a message prior to the Expo..... *Visit us at the Regional "Open for Business" EXPO, Oct. 26 at TRAC.*
- Remind attendees that admission is free ... their business card is their admission ticket!
- Purchase extra EXPO luncheon tickets and invite a client that you are trying to do business with or just treat a good customer to a great luncheon with keynote speaker, Dr. Arun Raha, Chief Economist for the State of Washington. **Luncheon tickets are \$18 and must be purchased through the Chamber by October 20th.**
- Mail out personal invitations. The invitation should be brief. Include the name, date and time of the EXPO and why it would be benefit them to come see you. Refrain from bulk mail; make them look special.
- In your invitations include special contest entry forms that can only be turned in at your booth to the eligible for the prize drawing or other promotion that you are offering.
- Offer special EXPO show pricing for people who visit your booth; make it something they can not get at your business the following week at the same price.
- Include EXPO event information in communications you are already sending. Do inserts to your direct mail or billing pieces, a PS to your email correspondence, etc.
- Use your email, e-newsletters, Facebook, Twitter etc. to promote your EXPO participation. Include a note on outgoing Faxes.
- Do in-store advertising and market your EXPO participation with flyers, posters or a display.
- If you are already doing paid advertising (print, radio, TV) include messaging about being an EXPO participant.
- Be innovate and creative and execute. Your efforts will produce results.
- As an exhibitor, **you may use the EXPO logo in your promotional materials** and state: Exhibitor at the Regional "Open for Business" EXPO.