



# Exhibitor Information

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## Important Phone Numbers and Who to Contact

### **Business Expo Contact**

Katelyn Crouse  
Small Business Programs Manager  
Greater Raleigh Chamber of Commerce  
Phone: 919.664.7036  
Fax: 919.664.7099  
Email: [kcrouse@raleighchamber.org](mailto:kcrouse@raleighchamber.org)

### **Booth Payment Address**

Greater Raleigh Chamber of Commerce  
PO Box 2978  
Raleigh, NC 27602-2978  
Credit card payments: Call 919.664.7036 or register online [www.raleighchamber.org/bizexpo](http://www.raleighchamber.org/bizexpo)  
\*If sending a check, reference the company and booth number

### **Show Decorator (for carpeting or set-up such as additional tables and chairs)**

Fern Exposition & Event Services  
2310 Old Steele Creek Road  
Charlotte, NC 28208  
Office: 704.398.7440  
Fax: 704.398.7444  
[www.fernexpo.com](http://www.fernexpo.com)

## Exhibitor Agenda: April 30 – May 1, 2014

### Wednesday, April 30

10 a.m. – 5 p.m.

Exhibitor move in and set up (please arrive at your scheduled time)

### Thursday, May 1

7 – 9 a.m.

Day of set up

9 – 9:30 a.m.

Show management walk through

9:30 a.m. – 4 p.m.

Business Expo show

4 – 6 p.m.

Tear Down – Exhibitors may not tear down prior to 4 p.m.

**Exhibitors who tear down prior to 4 p.m. may not be allowed to exhibit at Business Expo in the future.**

## Pre-show Marketing

### Business Expo Marketing Plan

The Business Expo task force and the Greater Raleigh Chamber of Commerce implement the following media blitz in the weeks prior to Business Expo to generate attendance:

#### Radio

- ~ Ads on WPTF and WKTZ (Curtis Media Group)

#### Billboard

- ~ Six billboards with Fairway Outdoor Advertising are posted throughout Wake County promoting Business Expo a month before the tradeshow begins.

#### Internet and Email Marketing

- ~ All gold sponsors have a logo and link from our site ([www.raleighchamber.org/bizexpo](http://www.raleighchamber.org/bizexpo)) to their site
- ~ Sponsors are highlighted on the Business Expo website
- ~ All exhibitors have a link from their booth location on the show map to their Chamber directory listing
- ~ Email blasts to attendees of past Business Expos and Business Showcases, as well as our Connections and Networking interest group
- ~ Ads on [www.wral.com](http://www.wral.com)
- ~ Social media mentions on Twitter, Facebook, and LinkedIn
- ~ Social media contest

#### Business Expo Mobile App (NEW!)

- ~ A new, free Business Expo mobile app (downloadable on Apple and Android products) allows attendees to search for exhibitors alphabetically, numerically, and categorically, as well as view a map before, during, and after the show. Exhibitors can upload information to their virtual booths, and the app's "contact me" button allows attendees to send contact information directly to exhibitors.

#### Plus ...

- ~ An attendee postcard distributed to full Chamber membership one month prior to the show and handed out at Chamber events
- ~ Marketing in the Chamber newsletter and emails, calendar listings, and significant word of mouth promotion
- ~ Press releases throughout March and April to reach additional audiences

#### Ideas for Exhibitors

- ~ Use bill inserts to promote the show and your booth
- ~ Send invitation emails to customers and clients using the e-ticket link we provide
- ~ Print show reminders in monthly newsletters and publications and put it on your website's calendar of events
- ~ Place the Business Expo logo and a link to the Business Expo website on your website
- ~ Include a tagline in regular radio and television advertising
- ~ Add your booth number and show dates to regular print advertising

- ~ Issue a press release announcing a new product or service you are launching at the show
- ~ Use an email signature with show dates, booth number, and link to [www.raleighchamber.org/bizexpo](http://www.raleighchamber.org/bizexpo)
- ~ Use Twitter, Facebook, LinkedIn, and YouTube to spread the word to your social networks
- ~ Include the #BizExpo14 hashtag to connect with other exhibitors and attendees and tell them what you have to offer

## Booth Staff Preparation

### **Schedule**

Exhibitors are required to have their booth staffed at all times. Please schedule your booth team accordingly to allow for food and bathroom breaks, as well as time for checking email and conducting business while at the show.

### **Training**

If you have a large staff, it may be a good idea to conduct a pre-show training. This enables you to educate your team on booth etiquette and the theme and/or design of your display. This also provides a forum in which your booth staff can ask questions and gets your marketing and sales teams on the same page.

### **Registration**

Please register members of your organization no later than April 18. You can register your staff by emailing or faxing back the Exhibitor Booth Registration Form. If you return the registration form, please alert your staff that they have been registered and can pick up their name badge either on set-up day, April 30 or show day, May 1, at the registration desk.

### **Unloading and Parking**

**During Set-up:** Unloading schedules will be verified and emailed two weeks prior to the show. A map will be emailed along with your unloading pass. Please display your unloading pass in the window of your vehicle.

**During the Show:** Parking will be available in the exhibitors' assigned parking lots on a first come, first-served basis. A map will be emailed as well.

## Tips for Exhibitors

By Skyline Exhibits & Events

Exhibiting in tradeshow provides face time with potential clients with the opportunity to gain exposure, build credibility, and find new prospects. Your display should provide a quick glimpse of what your company has to offer—it's a serious representation of your company's brands and business philosophy. Below are some tips to remember. For more information, visit <http://www.skyline.com/Trade-Show-Tips/>.

1. **Know why you're attending the show.** At the end of the day, what would "success" actually look like? What things would have had to happen that would make you think this event was a good one? Experience has shown that there are four areas that serve as the cornerstones for nearly all show objectives: increasing sales and reinforcing market share; increasing share of customers and getting current customers to buy more; introducing new products; and positioning/repositioning your organization and its brand and products.
2. **Choose the best booth for you.** Take time to consider booth possibilities and what will be the best position for you. Consider things such as proximity to food vendors, bathrooms, entrance/exit, traffic flow, sight obstacles, etc.
3. **Take pride in your booth.** Your booth is a reflection of your company. When attendees visit your booth it should be clear who you are and what you do. Go for impact over information—it has been proven that big, bold images and concise copy rules the show floor. Make sure your booth attracts attendees and answers basic questions about your company.
4. **Be consistent.** Your exhibit conveys your company's personality and enhances your brand. Be sure to stay consistent with your marketing. The message your organization advertises in your office, in advertisements, and to customers should be followed through in your booth.
5. **Don't just send any staff member to your booth.** Remember to choose staff who are outgoing, pleasant, and charismatic. At a trade show they are the face of your company! They need to assert themselves (in a sometimes overwhelming environment) to make contact and smile and draw out information. Also remember to give staff members breaks to stay fresh during the show.
6. **Booths should function like a satellite office.** The exhibit is your office away from the office—as visitors see your environment, they see your company and make a judgment as to whether they want to do business with you.
7. **Follow up on leads.** This may sound like common sense but statistics show that 80 percent of leads gathered are not followed up on due to insufficient information. Be sure to encourage your staff to take good notes about the leads and/or create a system for processing leads from the show as well as those garnered from the Expo app.

## Setting Up Your Display and Booth Amenities

### Setting Up Your Display

#### Standard Booth Package

Consists of one 2' x 6' skirted table and a table cover (silver), backdrop and side drape (black), two folding chairs, and small company sign.

#### Set-up Hours

Set-up hours are Wednesday, April 30, from 10 a.m. – 5 p.m., and Thursday, May 1, from 7 a.m. – 9 a.m. **All booths must be completely set up by 9 a.m. on Thursday so that show management can do a final walk through of the show prior to opening at 9:30 a.m. Please review the Business Expo exhibitor policies for booth setup guidelines.**

#### Hints and Tips

In order to expedite set-up, it is recommended that you bring your own pull cart or dolly, as this equipment is limited at the NC State Fairgrounds.

If you have a vehicle to be placed in your booth, please contact Katelyn Crouse at 919.664.7036 or [kcrouse@raleighchamber.org](mailto:kcrouse@raleighchamber.org) as soon as possible so appropriate arrangements can be made. Remember, vehicles are only allowed in Gold sponsor booth areas. There are regulations on vehicles while on the show floor which the event manager will share with exhibitors.

### Booth Amenities

#### Décor

Fern Exposition & Event Services is the show decorator, providing the back and side wall drapes, table, chairs, and sign. They also offer additional furniture for rent, carpet, signage, and plant rentals. All areas of the main show are carpeted with a black and grey blend. You may access the Fern exhibitor kit on our website at [www.raleighchamber.org/bizexpo](http://www.raleighchamber.org/bizexpo).

#### Electricity and Phone

A utilities order form is included on the Business Expo website. Electricity and phone lines must be ordered from the Greater Raleigh Chamber. Please return the electricity form or phone line request to Katelyn Crouse by April 18, 2014. There is a significant late charge if you do not place your order **by April 18, 2014.**

If electricity is not pre-ordered exhibitors are not allowed to plug into any available outlets, those who do so will be charged a fine and late electricity fee

#### Tearing Down Your Display

Tear down begins at 4 p.m. on Thursday, May 1. Exhibitors must be completely torn down by 6 p.m. **Exhibitors who tear down prior to 4 p.m. may not be allowed to exhibit at Business Expo in the future.**

## Exhibitor Policies

### General Policies Regarding Exhibitors

You must be a current and active member of the Greater Raleigh Chamber of Commerce to exhibit at Business Expo.

Exhibitors shall not assign, sublet, or share the space rented. Exhibitor must show only goods or services manufactured or dealt in by it in the regular course of business.

Business Expo management reserves the right to restrict or prohibit exhibits that are determined in its sole discretion, to be objectionable because of noise, method of operation, safety, materials, or for any reasons which may relate to, among other things, persons, things, conduct, or printed matter. Business Expo management may also restrict or prohibit, with or without giving cause, any exhibit that in its opinion may detract from the general character of the exhibition as a whole. The Greater Raleigh Chamber of Commerce shall not be liable for any refunds or other exhibit expenses.

### Exhibition Rules and Regulations

Exhibitor agrees to appoint a duly authorized representative to have responsibility for its exhibit, and agrees that said representative, or someone authorized by the exhibitor, shall be in attendance at their booth during the hours Business Expo is open. Show hours are from 9:30 a.m. until 4 p.m. Your booth must be staffed at all times during the show.

Exhibitor Identification badges must be worn at all times.

Only firms or organizations assigned exhibit space may solicit business within the exhibit area and hand out promotional material. Exhibitors may not solicit business or hand out promotional material outside of their assigned exhibit space (including, but not limited to, aisles and parking lots). Exhibits, signs, or displays are prohibited in any of the public rooms, outside the entrances, or elsewhere on the premises of the NC State Fairgrounds Jim Graham Building during the Expo. Aisle space may NOT be used for exhibit purposes, displays or signs, solicitation or distribution of cards, circulars, samples, or other promotional materials. All displays must be placed within the assigned space. Unwanted solicitation, including non-exhibitors who may be distributing circulars or resumes, should be reported to a Chamber staff person immediately. This conduct or any activity that is deemed disruptive to other exhibitors or attendees will not be permitted and should be reported to Chamber staff immediately.

No items may be kept in the aisles, entrances, and exits in the NC State Fairgrounds Jim Graham Building

Contests and drawings are permitted; however, it is the responsibility of exhibitors to notify winners.

Order taking is permitted; goods, however, may not be delivered at the exposition, other than premium item giveaways.

**Exhibits shall not be disassembled before 4 p.m. on May 1. If a booth is disassembled prior to this time, the exhibitor may not be allowed to exhibit at the**

**2015 show.** All exhibits must be removed from the NC State Fairgrounds Jim Graham Building no later than 6 p.m. on May 1.

Exhibitors must leave booth display space in the same condition in which it was found. All boxes, crates, pallets, brochures, etc., must be removed. A fee may be assessed if trash is left in the booth display space.

Exhibitors must abide by the rules and regulations set forth by the venue (including, but not limited to, fire codes).

Absolutely no alcoholic beverages are to be served from booths.

The use of sound devices, megaphones, loudspeakers, or undignified methods of attracting attention is prohibited, where such methods interfere with other exhibitors.

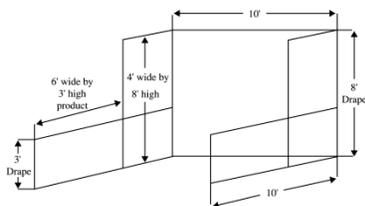
Restaurants, caterers, or food vendors that provide free samples of their specialties for the full duration of Business Expo will occupy food booths. Food vendors are not allowed to sell food or beverages. See Food Vendor Registration form for additional regulations.

Exhibitors that do not comply with the above rules and regulations are subject to omission from any future Business Expo shows.

### Exhibition Display Requirements

No display shall exceed the dimensions of the space in which it is located. Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit booth. Exhibitors with exhibit booths encompassing more than one booth space should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitations outlined in the following configurations are intended to accomplish the above goals.

**Size:** A standard booth is 10' x 10'. Any equipment that does not fit into space purchased will not be allowed in the exhibit area. All items and staff working the booth must be contained within the booth area. Vehicles are only permitted to be displayed in Gold Sponsor Booths.



**Height Restrictions:** Exhibit should not exceed 8 feet tall. Items over 8 feet in height should be placed at the back of the booth and should not extend beyond 4 feet from the back of the booth so as not to obstruct the general view or the view of adjoining booths. Permission to display equipment taller than 8 feet must be obtained from the Greater Raleigh Chamber of Commerce. Any covering of the booth must be approved by the event manager and the Raleigh Fire Department.

**Limitations and Expectations:** Aisles are not to be used for exhibit purposes, displays or signs, or solicitation or distribution of cards, circulars, samples, or other promotional materials. Exposed parts of display backs or sides must be finished or covered so they do not present an unsightly appearance when viewed from adjoining exhibits or aisles. Exhibitors are expected to keep exhibit space in good order during show hours. Exhibit personnel must be clothed in acceptable attire. Management reserves the right to approve the character of all exhibits. Any exhibit that does not meet management's approval shall be removed from the show. **Special note for food vendors: food may not be sold from any booth, and samples must be provided for the duration of the show.** Management reserves the right to remove those in violation of this rule from the show.

To avoid problems during exhibit set-up, contact Katelyn Crouse with any questions. Business Expo management reserves the right to make exceptions to the above requirements at its discretion, so long as those exceptions do not interfere with the sightline of any other exhibition spaces.

### **Cancellations and Refunds**

Standard booth price is \$600. The exhibit fee must be paid in full with the signed registration form. No refunds will be made after Jan. 31, 2014.

Cancellation of a contract for space by exhibitor at any time may result in loss of monies paid and does not relieve exhibitor of its obligations to make payment in full.

Should Business Expo be cancelled or postponed by reason of an act of god, war, terrorism, catastrophe or other occurrence or event beyond the control of Business Expo management, exhibitor will be refunded only that portion of its payment which remains after payment by Business Expo of all expenses and losses caused by such cancellation or postponement, at the discretion of Business Expo management.

### **Liabilities**

The exhibitor agrees to protect, save, and keep the Greater Raleigh Chamber of Commerce, NC State Fairgrounds, and the Fern Exposition & Event Services company and their representatives, employees, and agents forever harmless from any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or the representatives, agents, or those persons acting under the express or implied authority of the exhibitor.

The exhibitor also agrees to comply with all applicable terms, conditions, rules and regulations of the Greater Raleigh Chamber of Commerce, NC State Fairgrounds, and Fern Exposition & Event Services.

The exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of his/her property, employees, agents, and guests. The Greater Raleigh Chamber of Commerce, NC State Fairgrounds, and the Fern Exposition & Event Services company, any officer, agent or employee thereof will not be liable for any loss, damage, or destruction of exhibitor's property by accident or any other cause. The exhibitor also assumes full responsibility and liability for all injury to any and all persons or property caused by the exhibitor, its agents, representatives, or employees.

The exhibitor will indemnify and hold harmless the Greater Raleigh Chamber of Commerce, NC State Fairgrounds, and the Fern Exposition & Event Services company, their members, directors, officers, agents, representatives, and employees against any and all liability whatsoever arising from any or all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees, or any other such persons.

### **Security**

The NC State Fairgrounds will be secured at 6 p.m. on Wednesday, April 30. There will be on-site security guards until the booths open at 9:30 a.m. on Thursday, May 1. There will not be any admittance to the booths except for exhibitors until 9:30 a.m.

Exhibitors will be admitted to the Expo area at 7 a.m. through the exhibitor entrance on the day of the show. It is recommended that you not wait and bring lots of booth materials that morning.

### **Amendment to Regulations**

All matters and questions not covered by these regulations are subject to the decision of the Greater Raleigh Chamber of Commerce. The Chamber shall have sole authority to promulgate, interpret, and enforce all rules and regulations and to make any amendments necessary for the orderly conduct of the 2014 Business Expo.