



## HOW TO GET THE MOST OUT OF EXPO 2008

Be sure to take advantage of the excellent **networking possibilities** at EXPO. Take the time to introduce yourself and your business to other EXPO exhibitors.

- **Send invitations** to your customers inviting them to come and see you at the EXPO.
- Make sure to include **"See you at EXPO"** in your advertising.
- Display the door prize you are offering. **Chamber Gift Certificates make excellent prizes.** Let folks know that they do not need to be present to win. They will be notified by telephone. (Winners no longer will be announced at the Expo.) Bring plenty of registration blanks and pens for sign ups. *Design your door prize registrations to elicit information helpful to your business.* Remember, Chamber Gift Certificates make great door prizes!
- Provide a fact sheet or brochure about your business that people can take with them. Hand these out to other EXPO exhibitors too.
- Offer giveaways that will attract passersby (i.e. water, packaged candy, key chains, etc.)
- **Be creative.** Make your exhibit eye-catching and interesting

---

---

### REMINDERS

#### Promotional Requirements:

- All exhibitors at the Expo will conduct a door prize drawing for a free product or service (no restrictions and no discounts).
- Exhibitors are encouraged to offer promotional handouts.

#### Decorations:

- Exhibitors may decorate their space as they wish, limited only by safety factors and rights of privacy.

#### Set-up

- Exhibitors may set-up between 6:30am and 8:30am on the day of Expo or Friday Sept 12<sup>th</sup>, 4:00 p.m – 6:00 p.m.
- Use only non-residue tapes and adhesives on school walls.
- Disassembly of exhibits **is not to start until 4:00pm**
- Bring extension cords, power strips, etc if you requested and paid for electricity and or Internet.
- No exhibitions (i.e. dancers, karate, etc...) except at demonstration staging areas.

**REMEMBER TO CHECK IN AT THE CHAMBER BOOTH THE  
DAY OF THE EXPO TO VERIFY YOUR LOCATION  
AND RECEIVE YOUR NAME BADGES!**