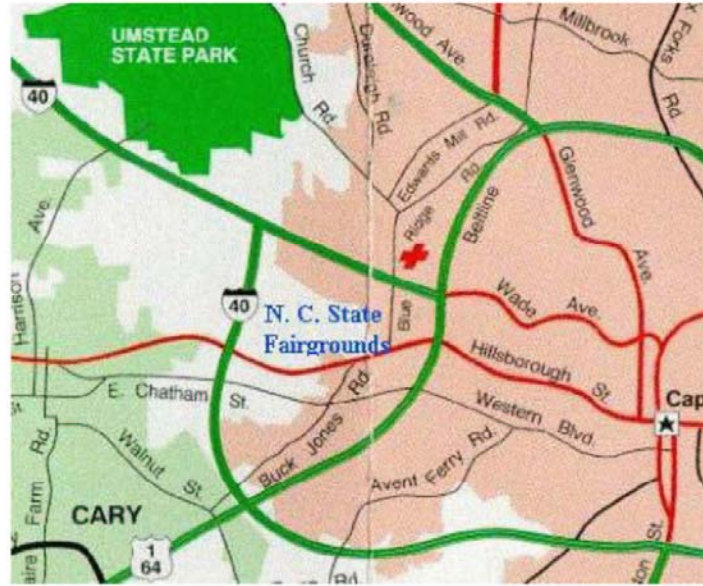
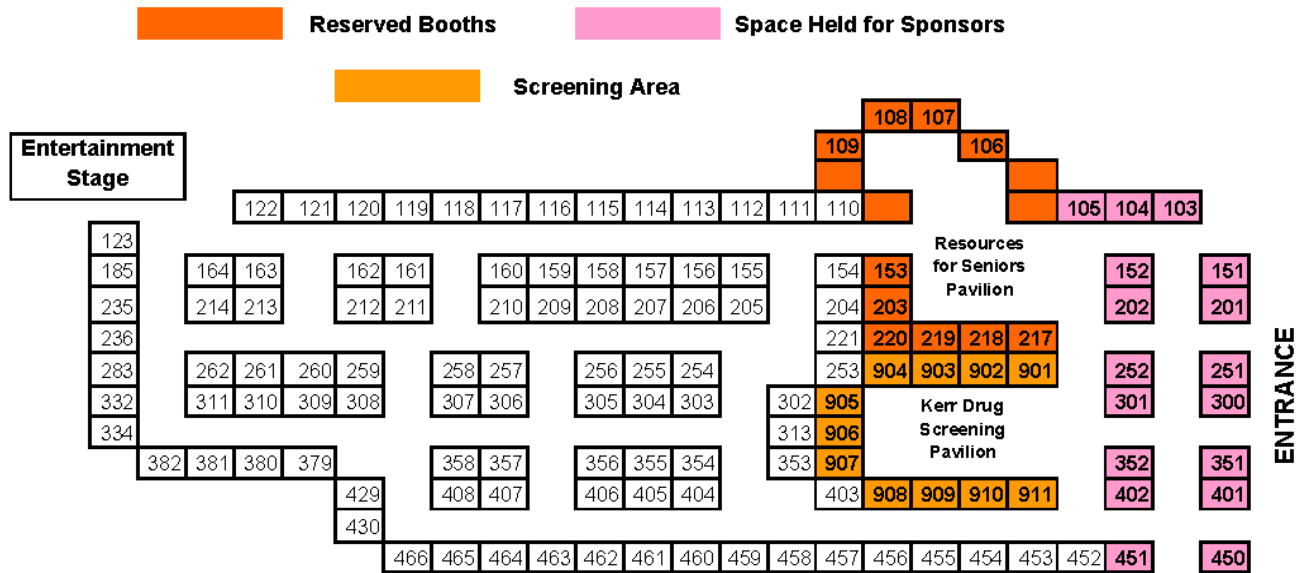




# Exhibitor Manual



Map of NC State Fairgrounds



Floorplan

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## **H. DIRECTIONS:**

**From Creedmoor:** Route 50 South. Intersects 70. Take 70 East to 440 South. Stay on 440 S. to exit #3. Exit right onto route 54 West. Fairgrounds are approximately 1 mile on the right. Can be entered off Hillsborough Street, Gate #2 or Blue Ridge Road, Gate #11.

**From Durham:** Take 70 East to 440 South. Stay on 440 S. to exit #3. Exit right onto route 54 West. Fairgrounds are approximately 1 mile on the right. Can be entered off Hillsborough Street, Gate #2 or Blue Ridge Road, Gate #11.

**From Fayetteville:** (Hwy 95): Go North on 95 to 40. take the Raleigh exit. Take exit 301 onto the 440 beltline (heading East). Take exit 290, turn right on Hwy 54, follow approximately 2 miles to the Fairgrounds. Enter through Gate #11 on Hillsborough Street by turning left. Can also turn left onto Blue Ridge Road and enter to the left through Gate #2.

**From Greensboro:** Take 85 East to 40 East. Stay on 40 (where 40 splits, take the Raleigh direction) exit 290. Exit to the right onto route 54. Turn left on 54, follow approximately 3 miles, until it turns into Hillsborough Street The Fairgrounds are on the left at the intersection of Hillsborough Street and Blue Ridge Road (1025 Blue Ridge Road), 27607. Hillsborough Street entrance is Gate #2, Blue Ridge Road entrance is Gate #11.

**Alternate route:** Take Wade Avenue, exit where 40 splits. Exit at Blue Ridge Road and turn right. Fairgrounds are one mile on right. Enter through Gate #11.

**From Knightdale, Wendell, Zebulon:** Take 64 West to 440 South, exit 13. Follow 440 beltline to exit 290, approximately 10 miles. Exit right on Hwy 54, go approximately 2 miles to the Fairgrounds. Enter through Gate #11 on Hillsborough Street by turning left. Can also turn left onto Blue Ridge Road and enter to the left through Gate #2.

**From Sanford (US 1):** Exit onto 20 West. Take exit 290. Turn right on Hwy 54, follow approximately 2 miles to the Fairgrounds. Enter through Gate #11 on Hillsborough Street by turning left. Can also turn left onto Blue Ridge Road and enter to the left through Gate #2.

**Alternate route:** Stay on US#1 Hillsborough Street (exit #3). Go West on Hillsborough Street to the Fairgrounds (approximately 1 mile). Enter through Gate #11 or turn right on Blue Ridge Road and enter through Gate #2.

## **SECTION 2**

### **About Your Booth**

**A. Specifications:** Each booth is 10' x 10' and comes with an 8' back drape (black) and 36" side drapes. Each booth will include one 8' draped table, two chairs, a trash bag, and one 7" x 44" white booth identification sign with black type. If you are doing a screening, the stools will be replaced with chairs.

**B. Electricity:** 110-volt electrical connections will be available at a cost of \$25. Exhibitors are advised to bring 25-foot heavy-duty extension cords to ensure that they can reach connections. A charge of \$50 will be required for exhibitors requiring 220-volt service.

**C. Music Regulations:** Music broadcast from your booth is permissible. We ask that you limit the volume so that you do not disrupt the booths that surround you. Live or taped music is prohibited as part of an exhibitor booth, display or performance without written permission from an appropriate music-licensing source (i.e., BMI, ASCAP). Evidence of an agreement must be available for review upon request. Exhibitors will be responsible for all claims, actions, costs and expenses pertaining to any copyright law violation.

**D. Product Sales:** Exhibitors are allowed to sell products and/or services on the show floor with the permission of Resources for Seniors, Inc. If you are selling an item, we expect that you collect the applicable NC Sales Tax. Should you have any questions, please call the Event Promoter for details at 919-713-1530. We allow most any objects in your booth with the exception of caskets and any items that the promoter may deem inappropriate. If you have any specific questions, please call for details.

**E. Freight Delivery:** We are unable to accept freight earlier than the Move-In date. The NC State Fairgrounds WILL NOT receive any freight on behalf of exhibitors. If you cannot be at the NC State Fairgrounds during move-in to receive your own freight, you may consign it to Resources for Seniors and they will receive it for you - but only on the Move-In Date.

**F. Electrical, Air, Water, and Other Services:** All electrical and other services must be ordered in advance of the show through Resources for Seniors. If electricity is ordered, all electrical needs will be attended to by NC State Fairgrounds Personnel on Tuesday, May 12<sup>th</sup>, prior to the show opening.

**G. Food and Beverage Regulations:** No food or beverage of any kind may be brought or delivered into the building or to the exterior grounds, parking lots, or loading docks. Any food or beverages served by exhibitors in their booths must be purchased through the official food vendor at the Jim Graham Building.

**H. Smoking Policy:** The Jim Graham Building is a non-smoking facility. Smoking is strictly prohibited.

**I. Building Security:** Security will be provided in the building 24 hours/day from May 4<sup>th</sup> until May 5<sup>th</sup>. However, there is no guarantee for lost or stolen items from the show floor. Please keep tight control of your booth items during move-in, move-out and all show hours. It is the responsibility of each exhibiting organization to obtain insurance to cover exhibit material against damage and loss.

**J. Screenings Policy:** Providing screenings, health checks and other services are encouraged. Screening activities will center around The Screening Pavilion and we ask that aisles be kept clear and passable. Aisles in The Screening Pavilion will be wider than other aisles to accommodate the crowds. Screenings must take place within your booth space.

**K. Door Prizes:** Exhibitors are asked to furnish a door prize valued at a minimum of \$25. Door Prizes will be awarded to attendees during the event. Certificates for service provided by the exhibitor is not acceptable. Door prizes are to be dropped off at the Exhibitor Registration Table during Event Set-Up on Tuesday, May 4<sup>th</sup>.

**L. Raffles & Prizes:** Exhibitors are permitted to have their own raffles or door prizes at their booth. This is not a substitute for the Door Prize in Section 2.K of this Manual. We are unable to announce your Raffle Prize Winners during the show. It is your responsibility to contact the winners of your Raffle Prizes on your own.

**M. Fire Safety:** No open flames are allowed. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be fireproof and conform to The City of Raleigh Fire Department regulations.

**N. Additional Site Information:** For more information on the Jim Graham Building or the NC State Fairgrounds, please refer to their website at [www.ncstatefair.org](http://www.ncstatefair.org) or call (919) 821-7400.

## **SECTION 3**

### **Miscellaneous**

**A. Cancellation/Release.** Any rental space assigned and/or contracted for, which Exhibitor cancels after April 15, 2010 will cause forfeiture of all deposited moneys and fees. Any and all Exhibitors who have contracted space and do not show up at the event, all monies will be forfeited. Any and all Exhibitors who have contracted for space and have not paid for the show prior to show date will not be allowed to set up until payment is made. Any and all Exhibitors who have contracted space and do not show up at the event, are responsible for the registration fee. If an Exhibitor does not show up and is unpaid, will not be granted space at the 2011 Golden Jubilee Senior Expo until a payment for fees assessed to the show promoter have been paid.

Further, any space assigned and not occupied by 6:00 p.m. the evening before the Expo opens, will cause forfeiture of all deposited moneys and fees, as well as all fees previously paid will be forfeited as liquidated damages, unless other arrangements have been made with the show promoter.

In the event an exhibitor must cancel their contractual request for exhibit space, the rental fee paid will be refunded less a \$200 administrative fee per each 100 sq. ft. if the notice of cancellation is received by show management in writing prior to April 1, 2009. No refunds will be made after April 15, 2009 and the full rental cost of the original space will be due and payable immediately, even if space is resold. Exhibitor agrees that fees retained by show management represent their actual losses and is not a penalty.

**B. Sales/Handouts.** Cash sales are allowed with the exception of food and beverage sales. Sales are subject to the North Carolina Sales Laws. This applies to any sale of cash or contract that is consummated at the show. No items may be sold by a competitive bid process (auction) without written consent from Expo. No helium balloons or potentially dangerous or nuisance items may be handed out.

**C. Liability.** The Golden Jubilee Senior Expo, Resources for Seniors or the NC State Fairgrounds are not liable for loss or damage to any exhibitor or property of the exhibitor due to fire, tornado, weather conditions, water from any source, or other causes. The Exhibitor warrants that they have in effect and shall maintain for the period of the agreement for the mutual benefit of both parties a policy of general public liability insurance, against claims for personal injury or death or damage to property occurring upon, in or about the herein rented premises, in limits of not less than \$500,000 per occurrence, \$500,000 per aggregate bodily injury and \$250,000 per occurrence, \$250,000 per aggregate property damage. A certificate of insurance carried by the Exhibitor may be requested for submission. Exhibitor agrees to indemnify and hold harmless from any loss, damage or expense of whatever nature on account of claims for damage to persons or property caused wholly or partially by Exhibitor, or employees of Exhibitor, agents, subcontractors or volunteers, in connection with the leasing of the space described in this contract. Exhibitors are responsible for loss or liability from theft, fire, storm damage, or vandalism for the display, materials, and exhibit.

**D. Termination/Penalties:** The Golden Jubilee Senior Expo reserves the right to terminate lease due to natural disasters, fire, inappropriate exhibits, policy changes or any other reason deemed necessary. Noncompliant or disruptive exhibitors, as determined by the event organizers, may be moved, evicted, barred from future shows and/or other action deemed appropriate for the violation. The event organizers reserve the right to retain any pre-paid sums, seek damages in court as well as interest on delinquent accounts, costs of collection and attorney fees.

# THE 10 KEY ELEMENTS OF EXHIBITING SUCCESS AT TRADESHOWS

## 1. The Objective:

An estimated 5% of exhibitors have a clear objective when they come to a show. The best plan is to have one major objective that supports the overall marketing goals of the company. For example, a show objective may be to obtain 150 leads from the northeast market and turn 25% into sales. Everything an exhibitor does prior to, during, and after the show should be focused on this objective. This makes it much easier for all involved to focus their activity on accomplishing that objective.

## 2. Pre-Show Promotion:

Pre-show promotion is a great way to attract buyers before the show even begins. A creative direct mail campaign targeting key prospects is very effective. A strategic approach gets your target audience excited about your exhibit. Link the promotional piece design to your booth with an invitation to a presentation, giving an incentive and a reward for stopping by. As the show gets closer, you will be receiving posters and a media kit to help you plan more effectively.

## 3. The Message:

The marketing and sales message delivered by booth design, graphics and presentation are powerful sales tools at a trade show. A live presentation can reach larger masses, communicate and interact. On a busy trade show floor, a company has about 7 to 10 seconds to attract a potential customer. A clear and concise marketing presentation will tell customers why they should be interested in your product/service, convey what your company can do for them, and direct them to the next step in the sales process.

## 4. Giveaways:

Giveaways can help support brand awareness. Placing generic giveaways on a table rarely helps potential customers remember their experience at your booth. Giving a customer who has spent significant time at your booth something unique and useful can be a very effective marketing tool. Incorporating it into the sales presentation will link the item to their experience, and your company.

## 5. Graphics:

In addition to the presentation, the booth graphics are a company's first introduction in that time frame. A customer needs to know who the company is, what you're selling, and why they need it. Understanding your customers, your competition and the industry will help you define a trade show objective and craft a message that will attract customers.

## 6. Product:

Have you ever been to an exhibit and wondered what the company is selling? That's usually because the company hasn't brought its product. 64% of potential customers are drawn to exhibits that have products and demonstrations. Having photographs or video is helpful but may not be enough, especially if you're launching a new product. Customers who are serious about buying prefer to see the actual product or service rather than a representation.

## **7. Prospects:**

Trade shows give a company a very targeted, but small window to reach potential customers. This environment doesn't afford sales people the luxury of "taking it easy". A skilled presenter in your booth will attract masses, pre-qualify them and send them right to the sales staff, who need to be ready and on their toes. Time is money, and booth staff must be efficient to maximize the company's return on investment. Talking on cellular phones, chatting with co-workers, eating, and leaving the exhibit area puts a barrier between your company and potential customers. Customers don't want to feel intimidated, ignored or that they are imposing.

## **8. Show Guidelines:**

Too often, exhibitors don't take the time to thoroughly read their trade show manuals which explain crucial elements such as electricity, Internet and phone connections, set-up and take down guidelines. Not understanding the show specifics can seriously hinder the exhibit's effectiveness. Trade show manuals contain valuable information that can give your exhibit a competitive advantage, making the show much more effective. There may also be helpful services available.

## **9. Follow-up:**

Lead follow-up is one of the most important aspects of the exhibiting process. Lead qualifying and categorizing can establish a very effective sales advantage. Nearly 30% of exhibitors do no lead follow-up and 40% do poor follow-up. To avoid these situations, prior to the show establish how leads will be collected, processed, distributed, and how they will be handled after the show. Bringing laptops is an effective way to input lead data on the show floor after talking to a potential client. Follow up all leads within two days. Assigning a post-show follow-up team is most effective. It is also helpful to note some memorable event at the exhibit that can be recalled when making the follow-up phone call. To help you with this, we have created a Follow-Up Form for your use.

## **10. Evaluation:**

How successful was your last tradeshow? The evaluation process will tell you how to improve results at future shows. Evaluating the number of sales generated by leads is a good starting place. Evaluating your show marketing objective will yield additional information. If you are looking for media coverage, how much did you get? If you wanted to educate customers, how many product/service presentations did you do? If you are launching a new product, how strong was your pre-show promotion? If your show objective was to learn more about your customers, how much research were you able to do? There is an enormous amount of marketing information available at a trade show. What you chose to gather and use should be directly related to your marketing objectives. After your evaluations, no matter how successful your show was, meet with the marketing and sales team and use the information to improve future performance. Keep in mind that weather, war and other things can alter tradeshow attendance from year to year, so take full advantage by making your best impression and spending quality time with each person who visits your booth. All it takes is one good contact who can open doors to long term relationships and future referrals.