

EAST POLK BUSINESS EXPO

Exhibitor & Marketing Guide

Thursday, November 8, 2018

Lake Eva Event Center, 799 Johns Avenue, Haines City, FL

2pm-3pm Exhibitor Set-Up Only

3pm – 7pm Open to Public

EXPOsure for your business, products and services, offered by the Haines City Area Chamber of Commerce.

- Provides exhibitors with immediate sales opportunities through an exciting and fast paced network of consumer and business-to-business participants.
- Offers the unique opportunity to market your products and services with face-to-face interaction with potential clients seeking information about your business.

Business EXPO should be utilized as part of your total marketing program, with the following goals in mind:

- ❖ To gain a total number of contacts.
- ❖ To gain a total number of prospective clients.
- ❖ To convert a certain number of prospects to clients within the year.
- ❖ To gain market perspective or feedback on products and services.
- ❖ To increase revenue as a measured result of show participation.

Secrets to EXPO Success

- ❖ Pre-show planning
- ❖ Pre-show promotion
- ❖ Booth preparation and execution
- ❖ Post-show follow-up

Whether this is your first Business EXPO, or you're an old pro, the Haines City Area Chamber of Commerce is available to help you every step of the way!

Pre-show Planning

Most people attend Business EXPO to see what products and services are available in their marketplace. You should base your goals and expectations upon "connecting" with potential clients or consumers, to build your brand and develop leads.

Booth Design

- ❖ Plan your booth design well ahead of the EXPO date to best prepare.
- ❖ Develop a booth that best reflects your business, products or services.
- ❖ Be creative and have fun with your booth design.
- ❖ Be professional and courteous of others. Inappropriate or offensive content will not be tolerated.

Booth Preparation and Execution

- ❖ Have booth set up at least a half hour prior to show opening.
- ❖ Arrange brochures, business cards, giveaways, candy, etc. on table to attract attention to your booth.
- ❖ Keep booth neat and organized.
- ❖ Be inviting and engaging to booth visitors and fellow exhibitors.
- ❖ Stay relaxed and enjoy your time at EXPO.
- ❖ Be POSITIVE!! Customers DO NOT want to hear you complain or speak negatively about your competitors, fellow exhibitors or community.

Pre-show Marketing

Be sure to take advantage of pre-show marketing as an opportunity to reach existing consumers as well as new clients. Consider the following options:

- ❖ Email blasts or newsletters
- ❖ Social media outlets such as Facebook, Twitter, Linked-in or blog
- ❖ Phone calls
- ❖ Direct Mailings
- ❖ Advertisements
- ❖ Press releases
- ❖ Website
- ❖ Voicemail message

Booth Guidelines

Keep in mind booth presentation will market your business instantly. It is important to present your products and services in the most professional and respectable way possible. It is a rare opportunity for consumers to see how you stand up to the competitors, so make it a good showing!

Consider "curb appeal"

- ❖ Colors should be coordinated.
- ❖ Attractive signage, brochures and marketing materials should be offered.
- ❖ Black is considered the most popular, high-end color for a professional image.
- ❖ Booth personnel should be dressed appropriately, clean and polished.
- ❖ Booth personnel should be coordinated, professional or business casual, but not mixed.

Provided with show registration

- ❖ One 6ft rectangular table
- ❖ Two folding chairs
- ❖ Dinner snack

Unloading and Set-up

- ❖ Check-in and loading will be from 2pm-3pm on the day of event.
- ❖ Chamber volunteers will be at the Event Center during check-in to provide direction to booth location and unloading instructions.
- ❖ Booth location will be prioritized based on level of sponsorship and registration date.

Additional Information

- ❖ One of the most exciting aspects of Business EXPO is the door prizes
 - A \$25 minimum value basket is required
 - Have an entry card that each interested prospect will fill out with his/her contact information to put in a jar/bucket to draw for your basket. Be sure that your basket will be exciting enough to inspire prospects to provide their contact information.
- ❖ A Passport will be given to each attendee. The passport will have a spot for each vendor to stamp. When the attendee obtains a full passport, it will be turned in for a grand prize drawing.
- ❖ Bring a lot of business cards; you don't want to run out!
- ❖ Be sure to follow-up with all contacts made at the event in a timely manner. Within a week is appropriate, but no longer than that.

YOU CANNOT PACK YOUR BOOTH OR LEAVE UNTIL THE EXPO IS OVER!!!!!!!

For additional information on Business EXPO 2018, please contact the Haines City Area Chamber of Commerce., 863-422-3751 or miki.weaver@hainescitychamber.com

