



## INTRODUCTION

To achieve the highest result in success with the EXPO, it is imperative that we, the exhibitors and sponsors, provide the best possible customer service, have absolute professional presentation, and show a high level of organization. Our clients should have a wonderful experience from the moment they come thru the doors. Even if they don't purchase anything, we want them to enjoy the environment and the interaction with each one of us because we only get one opportunity to make a first great impression.

## SETUP

Date: Friday, January 19<sup>th</sup>

Time: 5 pm – 8 pm

- Tables will already be setup and labeled for your business.
- Electricity will be available only to those that purchased the booth space; however, to connect multiple electronics, you need to bring your own power strip.
- All your equipment and boxes should be labeled.
- Limited space will be available for storage, so we recommend that you store your boxes under your table if possible.

## EXPO SCHEDULE

11:00 am	Doors open to exhibitors and sponsors
11:15 – 11:45 am	All exhibitors and sponsors, as well as any of their team members, need to pick up their badge, which they need to display at all times during the expo. Please let us know how many badges we need to prepare for your business.
11:45 – 12:00 pm	Last minute details and preparation to receive clients
12:00 pm	Doors open to clients for registration
12:15 – 2:45 pm	Selling time. Please mark visitor's maps.
3:00 – 3:45 pm	Show time
4:00 – 6 pm	Selling time. Please mark visitor's maps.

- Prizes will be raffled every 30 mins
- Please plan to have breaks; however, tables cannot be unattended during selling times.

## BREAKDOWN

**6 – 8 pm** Exhibitors and Sponsors pick up and clean their space

## MARKETING AND PUBLICITY INFORMATION

We are making a large investment in publicity, but a collaborative effort will bring us better results. Please commit to sharing any publicity we do via social media, as well as printed material. Invite your current clients, and any potential clients.