

Expo Rules & Tip Sheet

Saturday, October 2, 2010
10am – 4pm
Middle School at Parkside, Jackson, MI



Booth Set Up & Tear Down

- **Set Up Times:** Friday, October 1 between 6:00pm-8:00pm or on Saturday, October 2 from 7:30am-9:30am. The expo will open the doors at 10am on Saturday. **We ask that all booths be set up by 9:30am event day.** The Middle School at Parkside will be secured on Friday night; however American 1 FCU is not responsible for any lost, stolen or damaged items.
- **Unloading & Expo Vendor Parking:** We will have someone directing you to the closest entrance/exit to your booth for unloading. On the day of the expo, **vendors are REQUIRED to park in west lot behind the field house** once you've unloaded. All vendors must be quick to unload and move your vehicles so others can get unloaded. Do not start setting up your booth until you have moved your vehicle to a parking spot in the west lot! DO NOT leave your vehicle parked in front of any unloading area or IN the guest parking lot – it will be TOWED at your expense.
- **No wall damage.** Each booth will have an eight foot high drape in the back of the booth area. Please use this to hang any posters/banners you may need to hang. Hanging, taping, nailing to the walls is not permitted. Any damage done to the facility will be assessed and vendors will be held responsible for paying for repairs.
- **No motor vehicles allowed in the field house.** The flooring in the gym of Parkside will not allow vehicle traffic. Please make sure to bring YOUR OWN dollies or other wheel carts to transport your own booth materials into the facility. There will not be anyone onsite to help you with this.
- **No tear down until 4pm.** Any vendor leaving before 4:00pm will not be permitted to participate in the Spring Women's Expo. Your booth must stay open until 4:00pm event day. When it's time to tear down, there are plenty of exits for you to use to load up your vehicle. Please be patient during this process.
- **Schedule accordingly.** Vendors who are offering services at the expo must schedule accordingly. If you have 10 people who are "in line" for your services at 3:45pm, there will be some guests disappointed when they are told they cannot be served. At 3:30pm, let guests in line know that you'll only be able to see a certain number of people in the next half hour. Thank them for their interest, hand them your business card and tell them to call you to set up a time to see you at your business.

Making Your Booth the "Go To" Booth

- **Make your booth interesting!** If you have something hands-on that the women can take part in, that really helps! Whether you do a giveaway, free samples, drawings or demonstrations, make your booth interesting and fun to be around so people are drawn to it. All booth materials must be kept in good taste. **We had over 2,000 guests attend this past spring, so prepare & bring ample supplies!**
- **Giveaways/Drawings** Each booth MUST have giveaways and/or a drawing at their booth. If you are planning to have giveaways at your booth, order enough so you don't run out! Suggestion: If your budget does not allow purchasing enough for all guests, don't leave free items on your tables, instead hand them out personally to people you speak with or express interest in your booth. If you are offering a drawing, make sure you have enough entry forms! Make the drawing specifics very clear in a sign posted. YOU are responsible for making sure the winner(s) get the prize they win at your booth. We will be handing out expo bags at the entrance as women come in. There will also be a main drawing at the entrance guests can sign up for when they arrive or before they leave. We will not be drawing for your booth items at the expo, you are responsible for drawing and making sure your winner gets contacted and receives their prize.
- **Decoration** – Feel free to be creative in decorating your booth area! The more interesting your visual, the more people will be drawn to you. The more fun you have the better! Decorations must be in good taste. There is no "theme" for the expo other than to have fun!
- **Sound System** – There is a sound system in the facility, but it is ONLY used for emergency purposes. No drawings will take place, nor will we make announcements for vendors. This is due to the fact that the system is VERY hard to understand in the "dome" type building and when the facility is filled with people.

- 🎧 **Offer a system for guests to sign up for your services.** If you are providing a service at the expo, whether it's free or there is a fee, make sure you have a system in place which the guests can sign up or be in line for your services. You are responsible for running a smooth execution for guests waiting in line to see you. A great idea is to put together a sign in sheet that has specific times listed. Guests can sign up for a time slot and if they are not there at their specified time, you can move on to the next guest. This way everyone knows what to expect and no one is disappointed.
- 🎧 **Signage** – We encourage you to have “clear message” signs. If you have giveaways and are not monitoring them personally, make a small sign to place by them that says “One Per Guest Only”. If you are offering a service for a fee, make sure it's posted on a sign that is **clear to see by all guests!** All services you are charging for must be plainly advertised and verbally noted to the guest before you provide the service. Be upfront with your fees and costs.
- 🎧 **Banner Discounts** – Jackson Co-Op Services offers our Women's Expo vendors a discount on banners. We have a banner maker here at the credit union and there are two different types of paper to choose from – paper and Tyvek. Prices vary, but are very affordable. Contact Dave Lawrence at 517-787-6510 to order yours today!
- 🎧 **Make sure you have enough workers for your booth!** With the number of women we anticipate coming through in 6 hours, having someone help you with customer service will benefit more women in this short period of time! **Your booth must be staffed the entire span of the expo!**
- 🎧 **Be politely aggressive to get people to stop at your booth!** If you sit by idly and wait for guests to come to you, they may not. Stand at the opening to your booth, ask guests as they approach if they'd like a free gift (if you're giving away things) or if they'd like to sign up to win whatever it is your drawing for. The more sign ups you have, the more leads you have for future business.

Marketing

As you will see, we put forth a lot of effort to make sure we have high numbers in attendance. Your dollars are being spent wisely on bringing women in the door – the rest is up to you!

- 🎧 **Jackson Citizen Patriot – “Uniquely You ”** – The local Jackson paper is publishing a Women's Magazine again this fall which will feature our Women's Expo in the center spread pages. It's being distributed on September 23 in the Jackson Citizen Patriot. We will have a supply of these magazines and each vendor will receive one on their table at set-up.
- 🎧 **Radio Commercials** – American 1 purchases radio advertising to help promote the Women's Expo. You'll start to hear ads run on local Jackson stations the week of the expo.
- 🎧 **Newspaper Display Ads & Press Releases** – We also purchase display ads and send press releases in various newspapers and publications in a five county area surrounding Jackson. Look for these to be out the week of the event.
- 🎧 **Website Promotion** – Go to www.american1fcu.org and check out the info for the public on our website. Click on “Community”, then on Women's Expo and see what's going on at the expo!
- 🎧 **Newsletters and Emails** – Our over 40,000 members hear about the Women's Expo through newsletters and/or email advertising.
- 🎧 **Direct Postcard Mailing** – At each expo we accumulate names and addresses of our guests when they sign up for our main drawing (sorry, we don't share this list). These guests all receive a postcard from us reminding them to “save the date” for the next expo. With this postcard, they receive an extra entry into the main drawing!
- 🎧 **Women's Expo Flyers.** You will be mailed flyers for you to hand out (unless you specified “No Flyers” on your application) to help advertise the expo. There may also be a poster for you to display.
- 🎧 **Announcements on the sound system.** The sound system at Parkside is very hard to understand. Both guests and vendors have a hard time hearing the announcements. For this reason, we rarely use the sound system and mostly for emergency purposes.
- 🎧 Bring LOTS of **business cards!** If you don't – it's a missed opportunity!
- 🎧 We will have a **live radio remote** happening at the expo. You MAY be approached to go on the radio to talk about what's happening. IF you are asked to talk on the radio, please be ready – it's a free plug for your business!!

Selling at your booth – Give them a discount at the expo!

- 🕒 If your business or organization offers **gift certificates**, sell them at the expo for a discounted price! Sell a \$20 gift certificate for \$15 or sell a \$40 gift certificate for \$30! It will give the guest a deal at the expo and also will get them in your door. More than likely, they will purchase more than the value of the gift certificate. If you're selling gift certificates, make sure the guests know you're doing so! Have a banner made (very inexpensive option with Jackson Co-Op) or make a flyer that is eye catching.
- 🕒 **Can you accept credit cards at your place of business?** We do not have access to a phone line or wireless connection. If you offer this payment type, bring some paper carbon credit card receipts and a manual swipe machine with you to make those transactions manually OR wireless credit card machines have worked in the field house in the past! You'll see a bigger return if you can offer credit card payments options for products and services. We WILL have an ATM onsite for guests to use!
- 🕒 **Extend your expo discount past the expo!** If a guest is really contemplating purchasing something, but needs time to think, if you're able, make up special certificates with your expo pricing on them that guests can bring to your business to use and hand them out at your discretion. You don't have to give them to everyone, just those you feel are serious buyers.

Vendor Etiquette

- 🕒 **Stay in your booth space.** Booths are 10 ft wide by 10 ft deep. Tables, promotional materials and staff must not extend into the aisles.
- 🕒 **Kids at your booth.** This event is a chance for guests to get away from the stress and distraction of children. If you must have them at your booth, they must be supervised and well behaved at all times, no exceptions.
- 🕒 **Be courteous to other vendors around you.** The expo is an opportunity for all vendors to market themselves and provide important information to women. There will be vendors providing services to our attendees such as massages and other services. We want everyone to have the best experience possible – vendors and attendees alike! Be courteous to those around you and they'll extend that same courtesy.

Miscellaneous

- 🕒 **Lunches** - Lunch tickets will be given out the morning of the event. Lunches will be delivered to you at your booth so have your tickets ready! Please be patient – there are over 300 lunches being served. There will be a couple different choices and there will be some lunches for those who are vegetarians. A pop or water is included in your lunch. If you need more lunches than you specified on your application, additional lunches can be purchased in the field house from the JPS Food Service booth! You can obtain additional bottles of water at the American 1 Refreshment area free – make sure you have your vendor badge on!
- 🕒 **Extra Tables & Chairs** – The number of tables and chairs you specified will be at your booth. If you need additional, the charge is \$1 per chair and \$8 per table. Go to the Guest Info Booth to pay and we will do our best to get you what you need as soon as possible. Remember, you can set up however you wish as long as you are maintained inside your booth area and not extended in the aisle.
- 🕒 **Mandatory Vendor Meeting** – At 9:35 a.m. there will be a mandatory vendor meeting in the area directly under the north scoreboard and State of Michigan flag. Please make sure a representative is present at this meeting. It will only take a few minutes.

A1FCU's marketing team will be at the expo to help. Come find one of us and we'll help you as quickly as possible. Marketing staff on duty: Liz & Marla

Liz's Phone# through September 30 – 517-780-4139

Liz's Phone# for October 1 & 2 – 517-392-3106

Wondering... "Where do all the proceeds go from the booth fees from the Women's Expo vendors?"

The answer is: There are no proceeds. The expenses of rentals, facility costs, promotion, advertising, and supplies far exceed the income from booth fees. American 1 covers the difference.