

Exhibitor Handbook





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Show Management Contacts

Big Home Shows Management

Contacts for Move-in packets, payments, tickets, special considerations:

Kim Powers
Ann Hall
David Moschetti
Anthony Tedesco

Big Home Shows
2117 Smith Avenue, Chesapeake, VA 23320
Office: 757-420-2434
Fax: 757-420-5539

Exhibits, Inc.

Contact for additional booth furnishings:

Dan Sumerlin

5700 Thurston Ave., Ste. 106
Virginia Beach, 23455
757-438-6655

Facility Policies

1. The facility is a non-smoking venue.
2. Do not block any doors marked with an overhead exit sign.
3. Any damages, injuries, spills or hazards are to be reported to the facility personnel as soon as possible.



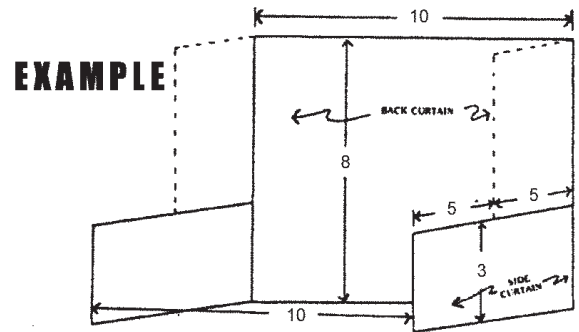
III. Booth Information

A. Size

Standard booth size is: 10' x 10'

Other sizes include; 10' x 20' 20' x 20'
10' x 30' 20' x 30'
20' x 40'

Please refer to your booth choice and floor plan when arranging the necessary display.



B. Pipe and Drape

- Management provides standard pipe and drape walls, 3' sidewalls and 8' backdrop.
- Island booths will not be set up with pipe and drape.
- Peninsulas will be defined by a standard 8' backdrop, and edges marked with tape.
- Beyond the standard, additional pipe and drape is available through show management for a charge.

C. Carpeting

- For booths without carpet, you may use your own floor covering or rent carpeting from our show decorator.
- Show management recommends the use of floor covering, both for comfort and appearance.
- You are responsible for keeping your floor covering clean.
- If you need a cleaning service, it is available through our show decorators.
- ***Edges of the carpet must be taped securely to the floor to avoid accidents; Tape must be removed at the end of the show***

D. Display Accessories

- Appealing, attractive, effective displays are encouraged in your exhibit space.
- **Tables and chairs are not provided with the booth rental.**
- A variety of furniture such as tables, chairs, carpet, etc., is available for lease from the show decorator. (Advanced orders are recommended.)
- Booth cleaning services, forklift service, and drayage are also available.
- Helium balloons are permitted for decoration only. Exhibitors who release balloons to the ceiling will be charged a fee, by the facility, for removal of these balloons. Please dispose of balloons appropriately.

E. Signs

- A cardboard placement sign may be provided for each exhibitor.
Your company name, as it was identified on the contract, will be printed in black ink on a white background.
- Show Management recommends that you identify your company and product or service clearly with additional signs.
- Only professionally made signs are allowed. White boards are permitted. **No Handwritten Signs Allowed.**
- Attachment to facility walls or columns is not permitted without prior approval from show management.

F. Banners

- Banners may be hung in your booth area from the pipe and drape.
- Banners which require rigging services are available from show management (inquire for pricing, space is limited).
- Attachment to facility walls or columns is not permitted.

G. Vehicles

- To display a vehicle at the show, you must have prior permission from show management.
- Only vehicles which are part of a permanent display will be allowed to drive onto the exhibit floor.
- Motor Vehicles must comply with the City Fire Departments' requirements.

IV. Ordering Utilities and Other Show Services



A. Utilities

- Electrical, water, and phone services are available from the facility.
- Utilities are limited, and provided on a first come/first serve basis.
- Advanced show orders carry a discounted rate, and are **highly** recommended.
- Cords and hoses are not available through the facility and must be provided by said exhibitor.
- Exhibitor hook-ups without facility approval are not permitted.
- Floor ordered utilities are subject to availability, and will be charged a higher rate.

B. Forklift Usage

- There is an additional charge for forklift use, and must be arranged prior to move in through the show decorator.
- **We recommend you bring your own hand-truck or dolly.**
- The show decorator is the only company allowed to have a forklift on the premises.

C. Shipping Items

- All shipments must be prepaid.
- There are **two** ways to ship items to the show;
 1. Prior to the show, shipments are coordinated with the show decorator which provides drayage services. They will handle storage and transfer to the show.
 2. During the show, you may ship directly to the facility. **Someone from your organization must be on site and available to sign for packages.** Shipping labels must include company name and booth number.
 3. **The facility staff and show management are not permitted to sign for packages shipped on your behalf.**



V. Move-In/Move-Out Topics

A. Move-In Packets

- Move-In Packets contain exhibitor badges, complimentary and guest tickets for your company.
- Balances must be **paid in full** prior to, or when you pick up your packet.
- Packets are available beginning the week prior to show opening at the Big Home Show office.
- The first day of move-in, you may pick up your packets at the facility, in the Registration Booth.
- Please distribute your exhibitor badges immediately. Employees reporting to the show office without a badge will have to pay full admission price. NO EXCEPTIONS!
- Proceed to the Registration Booth to check-in and sign for your packet. If you need help locating your booth, please ask at the registration booth, or see show management.
- **All exhibits must be completed, cleaned up and show ready by noon SHARP on Thursday, prior to opening. The exhibit hall will close at noon. All are required to leave at that time, and may not return until doors open for the Industry Preview.**
- The facility loading docks are available on a first come, first served basis. The docks are very busy.
- Large items need to be moved in early. If you require special move-in considerations, please contact your account representative.
- Unloading early could save you considerable time.
- If you have ordered tables, chairs, carpet or accessories, please verify your order with the show decorator.
- If you have ordered electricity, please verify this with the Facility at the business office.
- **We do not keep copies of accessory or electrical orders.**

B. Move-Out

No one will be permitted to move out before 6:15 p.m. on Sunday. Any exhibitor set up in front of a loading dock must be prepared to move out Sunday evening. Everyone must be out of the Facility by Sunday at midnight. The facility management will dispose of any material that is left after this time. No kidding!



VI. Daily Show Operation

A. Regular Show Hours

- ä During the show, it is expected that your booth will be staffed the entire time the facility is open to the public and also at Industry Preview. Please refer to the show schedule for the exact hours of operation. Remember, the show opens at 10 a.m. on Friday, Saturday and Sunday.

B. Exhibitor Badges/Access

- Exhibitor badges (plastic cover and exhibitor punch card) will be given to each firm in the show. These are to be used exclusively by people staffing the booth.
- Booth workers must wear their exhibitor badges with the special punch card insert to be admitted to the show. Please note, this card is non-transferrable and it must be presented to the facility ticket-takers for validation.
- If you lose an exhibitor badge, you may purchase a replacement at the show office for \$3 when you present an appropriate business card. Admission will only be granted to exhibit workers wearing a badge.
- If unauthorized personnel are caught wearing exhibitor badges, the badges will be taken from them and the visitors will be asked to pay the price of admission and possibly to leave. These badges will not be returned to the company involved.
- Exhibitors may arrive 60 minutes prior to show opening, and must exit the hall 30 minutes after show closing.

C. Tickets & Discount Coupons

- Big Home Shows make available discount admission tickets for exhibitors' use.
- TBA members may purchase bulk general admission tickets from the Big Home Shows office at a discount rate. Payment is due upon receipt. No billing.
- Bulk tickets/discount tickets may not be distributed/sold within a one mile radius of the facility under any circumstance.

D. Security

The facility and the Big Home Show coordinators do every thing possible to make this show safe for participants and belongings. Security is on guard at the facility 24 hours a day. People not involved with the show are not allowed into the facility. However, the theft of small items like plants, is very difficult to detect. For this reason, please take extra precautions to avoid any problems:

1. Be sure to label display and personal items.
2. Be a good neighbor, ask questions of unfamiliar faces at nearby booths.
3. Be sure to secure easy to pick up items during the show by stowing them under tables, locking in boxes, or covering them.
4. Report any loss of property to the facility security office. Furnish as much information as possible regarding the property and any witnesses to the removal of the property and also make a separate report to the Police Department.

E. Security Office

Located near the Box Office, this office will assist you in contacting facility management, lost and found items, and security information. Please check the physical layout of the facility in your Move-In packet.

F. Sales During the Show

Cash and carry sales are allowed during the show — and encouraged! A valid business license is required. If you have questions, check with the host city. Exhibitors are required to file appropriate sales taxes. Tax forms will be available in the show office.

G. Booth Cleaning

The facility cleaning staff will clean the aisles and common areas each day. If you have trash or debris, please sit it in the aisle when the show closes in the evening and it will be disposed. The cleaning staff will not clean individual booths or enter the booths to pick up trash. Arrangements for individual booth cleaning may be made with show decorator.

H. Food

- Food giveaways require show management and facility approval, only bite size samples permitted.
- In addition to show approval, a Virginia Department of Health permit is required 10 days prior to show. (757) 518-2700
- Cooking is not permitted in the booth without prior show management approval.
- Refreshments are normally sold in the concession stands during show hours only.

- Food or beverage services desired outside of the show hours should be ordered in advance from the convention center concessionaires.
- This policy conforms to contractual arrangements between the convention center and its exclusive concessionaires.
- Security personnel monitor each event and enforces the rules listed above. Your cooperation is appreciated.

I. Emergency Calls

In the event of an emergency, exhibitors may be reached by phone at the convention centers. Phones are staffed 24 hours a day. Reasonable efforts will be made to reach booth staff in the event of an emergency. General personal use of this service is discouraged. If you desire phone service or data lines in your booth, please review the facility utility services rate schedule on the order form in the back of this book.

J. Restrooms

Men's and women's restrooms are located inside on the perimeter walls of the main hall.

K. First Aid

First aid services may be obtained from building personnel or a security officer found in the security office.

Make the most of your investment

some people use new bait • some use old bait • some use fresh bait • some use dead bait

3 seconds

The 3-second rule:

At a glance,

your exhibit should tell people three things in three seconds...

- Your company name
- Exactly what it is you do
- At least one benefit of your product or company

6 ways to increase traffic to your booth before the show

- Gear all outside business advertising and communications to promoting your booth at the show, repeating basic information:
- Send Press releases/literature to media & prospects
- Send invitations to clients & prospects (expect a 5%-10% response)
- Phone clients & prospects (5% - 10% response)
- Advertise in the show program/special section or do a custom ad
- Offer a service/discount/special demo/gift with any of the above

See us at the Big Home Shows!

10 EASY ways to a better exhibit

Sell benefits, not just your product

Sell your company, too

Have a professional, attractive sign

Select the proper setting for your product

Invite/entice people into your exhibit

Build, buy or rent a backdrop or enclosure

CARPET YOUR EXHIBIT

Use greenery in your exhibit

Involve people in your exhibit/product.

Approach them at the aisle, then draw them into the booth.

Create an informal/formal closing area

Conduct a pre-show meeting:

- ~ Reiterate goals to staff—"This is why we are exhibiting and this is what we intend to do/achieve."
- ~ Go over scheduling of staff
- ~ Discuss common questions & problems
- ~ Pricing
- ~ Handling leads— Decide on box location and have computer mailing system ready to go

6 ESSENTIAL qualifying questions

- 1) Thank you for stopping, how are you familiar with _____? or what attracted you to our display? or what do you see that you like?
- 2) What's your situation now?
(Tells you if prospect has a need)
- 3) What would you like to achieve/change?
(Further defines prospect's application)
- 4) What are concerns as to budget?
(Tells if the prospect has the \$\$)
- 5) How does your timetable look on all this?
(Gives you a timetable)
- 6) How would like to proceed from here?
(The assumptive turnaround close—lets prospect close him/herself)

reel them in...

Ask short, open-ended questions, THEN LISTEN

The lead sheet

They come in many forms, shapes and sizes. Here is just one example of how a lead sheet can serve you during and beyond the show.

YOUR COMPANY NAME	
PROSPECT NAME _____	
PHONE _____	BEST TIME TO CALL? _____
COMPANY NAME _____	

ADDRESS _____	

QUALIFIERS	
FAMILIAR? _____	

SITUATION NOW? _____	

ACHIEVE/CHANGE? _____	

BUDGET? _____	
BUYING TIME FRAME	
IMMED. _____ 1 _____ 2 _____ 3 _____ 4 _____ 6 _____ 1YR. _____	
FOLLOW UP	
MADE APP'T FOR _____ AT _____	
PHONE FOR APPT.? _____	PHONE WITH EST.? _____
DATE	RESULT
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

You will always be a successful exhibitor if you have:

- Proper goals for why you are at the show
- A fine-tuned exhibit that expresses those goals
- A system in place for selling— and closing
- Salespeople who are in harmony with the exhibit, the system and each other

The two-year pinpoint direct mail literature plan

Jump on all your leads — call them— set appointments — greet them at your store — but even right after the show, you're left with the names and addresses of good people you met who just aren't ready to buy... yet.

Here's what you do with the leads you bring back to the office after the show...

Mail them FIRST CLASS:

- Immediately after the show (thank-you letter, look forward to working with you etc.) then, using a combination of letters, literature, post-cards, new brochures, etc., continue to mail them:

- 2 weeks after the show
- 3 months after the show
- 6 months after the show
- 1 year after the show
- 18 months after the show
- 2 years after the show

The above was devised by and credit given to Dr. Alan Konopacki, Incomm Internat'l, Chicago, IL.

