

Stillwater County Chamber of Commerce's Business Expo 2012

Frequently Asked Questions For Exhibitors

These frequently asked questions should help you be prepared for a successful Business Expo.

The Stillwater County Chamber of Commerce's Business Expo 2012 is intended for businesses in Stillwater County to let the public know what your business has to offer. While we allow you to sell items at your booth, it is not the purpose of the Business Expo and is only included for your convenience.

This is the third year that the Stillwater County Chamber of Commerce has hosted the Business Expo. Over 400 people have attended the two day event in the past two years.

If you have any questions about the Business Expo, please contact June Mandeville, Events Coordinator for the Stillwater County Chamber of Commerce, at 406-322-4376.

1. Activities

- a. On Friday evening at 6:00 p.m. there will be a Business After Hours at the Museum of the Beartooths. The museum is located next door to the Stillwater Pavilion. A Business After Hours is a time for members of the Stillwater County Chamber of Commerce to showcase their business, in this case, the Museum of the Beartooths. This event is open to the public. There will be refreshments and a time to see what the Museum of the Beartooths offers. Please bring your business cards to hand out to others at the museum to build your business contacts.

2. Badges

- a. A name tag for you and everyone in your booth will be provided in your registration packet. Members of the Chamber of Commerce will be designated on the badge. Please wear your name badge at all times. Your name badge will grant you access into the Exhibitor Hospitality Area.
- b. When you are finished loading out after the Business Expo closes at 3 p.m. on Saturday, please drop your name badge off at the Chamber booth. The more badges recycled helps the Business Expo Committee control costs. We appreciate your participation.

3. Booth

- a. Indoor booths will include one 6' table and two chairs, a white table covering that will cover the table to the floor on all sides, and draping on the back and sides.
- b. Outdoor booth areas will include one 8' table and two chairs. Outdoor area location may change if necessary. You may bring a tent in case of inclement weather.

- c. If you have ordered electricity, you will need to bring an extension cord and power strip.
 - d. If you plan to burn candles, please provide your own table covering.
 - e. If you do not need a table, chairs, or table covering please let us know before you arrive so we will have your booth area ready for you.
4. Booth Design
- a. Weekly you will receive tips on how to set up your booth and help on drawing customers to your booth. These will come by email at the email address you provided.
5. Booth Footprint
- a. Everything you have in your booth must stay within the footprint of your booth. Your booth lease payment is for the square footage in your registration contract. Anything extending beyond your booth's footprint would infringe on the aisle and impede foot traffic. Please be considerate of your neighbor and people visiting the Business Expo.
6. Booth Sharing
- a. Exhibitors may share a booth but each exhibitor must fill out a registration form. The Events Coordinator needs to have information on all exhibitors.
7. Booth Sizes and Prices

<u>Indoor Booths</u>	<u>Chamber Member</u>	<u>Non-Chamber Member</u>
8' x 8'	\$80.00	\$100.00
10' x 8'	\$100.00	\$120.00

<u>Outdoor Booths</u>	<u>Chamber Member</u>	<u>Non-Chamber Member</u>
12' x 12'	\$80.00	\$100.00
12' x 20'	\$120.00	\$150.00
20' x 20'	\$170.00	\$200.00

Electricity - \$30.00 additional

8. Brag
- a. If you have a Facebook account for your business, be sure to advertise there to let customers know you will be at the Business Expo. If you are a Chamber member, you may also post it on the Stillwater County Chamber Facebook page.
 - b. When advertising your business in the newspaper, radio, TV, etc. let people know you will be at the Business Expo. We will let you know your booth number after March 12th when booths are assigned.
 - c. Don't forget to use Linked In and Twitter to shout out your presence at the Business Expo.

9. Business After Hours

- a. Friday, March 30th will feature a Business After Hours at the Museum of the Beartooths next door to the Stillwater Pavilion. Also see Activities.

10. Business Development Resources

- a. Business owners can receive information on building your business by checking out the Economic Development, SBA, Beartooth RC&D, Job Service, and other resources during the Business Expo.

11. Check In

- a. When you get to the Stillwater Pavilion on set up day, check in at the Chamber's booth inside the main door of the Pavilion. A packet containing name badges, map of the Pavilion layout, food options, etc. will be available.

12. Children

- a. Children under 18 must be under the direct supervision of a parent or guardian at all times.

13. Dogs (See Pets)

14. Door Prizes

- a. Chamber of Commerce door prize – People entering the Pavilion will have a chance to sign up for the big door prize being offered by the Chamber of Commerce. Winner will be drawn and notified at the end of the Business Expo.
- b. Exhibitor's Door Prize – All Exhibitors will be entered into a drawing to win a \$100 VISA gift card. Your entry is the "Tell Us How We Did" sheet in the Exhibitor's packet.
- c. Booth Door Prizes – Exhibitors may choose to have a drawing at their booth. The drawing of the door prize and contact of the winner will be up to the Exhibitor. Be sure to keep the door prize slips to add to your contact list for your business.

15. Exhibitor List

- a. The Exhibitor Packet that you will be given at registration will include a list of all the Exhibitors at the Expo and their location within or without the Pavilion.
- b. An Exhibitor list will be on the map of the Pavilion that will be handed out to all people who visit the Business Expo.

16. Food and Drink

- a. During the Business Expo coffee and bottled water will be provided in the Exhibitor Hospitality Area. Please bring a dessert or snack to share with other Exhibitors.
- b. Concessions will be available during the Expo. The phone number to the kitchen and a menu will be provided in your Exhibitor Packet.
- c. A list of area restaurants will also be included in your packet.

17. Food Permit, Short-Term

- a. If you are providing food to the public, whether you charge or not, state law requires that you obtain a license or temporary permit to help you plan ahead for safe food handling. This includes exhibitors who offer free samples at the Business Expo. Contact Stephanie Moodry, 322-8055, at the Stillwater County Health Department prior to the Business Expo.

18. Information Changes

- a. If any of your information for your business changes before the Business Expo, send the updated information to events@StillwaterCountyChamber, or call June Mandeville at 322-4376. Information such as business name, contact information, phone number, changes in the staffing of your booth, etc. is needed.

19. Internet Access, Wireless

- a. We are working on providing free wireless internet service throughout the two days of the Business Expo.

20. Membership

- a. If you would like to become a member of the Stillwater County Chamber of Commerce you may sign up online at www.StillwaterCountyChamber.com, stop at the Chamber office inside the Apple Village Café, or pick up a membership application at the Chamber booth during the Business Expo. Chamber members receive a discount on the price of their booth.

21. Open to the Public

- a. The Business Expo will be open to the public:
 - i. Friday, March 30th 10:00 a.m. – 6:00 p.m.
 - ii. Saturday, March 31st 9:00 a.m. – 3:00 p.m.

22. Parking

- a. Be sure to move your vehicle away from the doors of the Pavilion as soon as you are done unloading. Others will need to unload also and may not want to wait until you set up your booth before they can unload.
- b. Exhibitor parking will be located along 6th Avenue, north of the Stillwater Pavilion, during the Business Expo. Please do not take up space in the parking area on 5th Avenue where people visiting the Business Expo will park.
- c. The gate on 6th Avenue will be open to allow you to walk from your vehicle to the Pavilion.

23. Pets

- a. No pets are allowed except service animals. Service animals are animals individually trained to do work or perform tasks for the benefit of a person with a disability. The animal must have been duly and properly trained and registered as a service animal. Please bring their registration with you.

24. Photocopies

- a. If you need copies during the Business Expo, contact Ken Millman, Big Sky Prints & Graphics booth.

25. Promotions

- a. Exhibitors will want to promote their booth with a door prize drawing, give-away with your business name on it, or some other promotion. Contact Nadeen Kovanda with M.L. Schuman at 321-0525 or Stillwater Design at 322-4144 for ideas or to order something for your business. Business cards can be ordered through Big Sky Prints & Graphics at 322-6181.
- b. Over 400 people come through the doors of the Pavilion in the two-day Business Expo. Be prepared to draw them to your booth.

26. Relax

- a. We will have an Exhibitor's Hospitality Area curtained off so Exhibitors have a place to relax. No family members or friends will be allowed in this area.

27. Rules & Regulations

- a. Rules & Regulations help assure a safe and productive trade show for exhibitors and potential customers. Read them before registering for Business Expo 2012.

28. Security

- a. The Stillwater Pavilion and gates to the Fairgrounds will be locked by 9:30 p.m. Thursday and by 6:30 p.m. on Friday night.
- b. Doors will be opened by 6:30 a.m. on Friday and 8 a.m. on Saturday.
- c. Be prudent and be vigilant with caring for your own products and valuables.

29. Setup Booth

- a. Thursday, March 29th 5:00 p.m. – 9:00 p.m. (Please do not come earlier unless you plan on helping the Expo Committee set up. We need to have the dividers, tables and chairs set up before Exhibitors bring in their merchandise.)
- b. Friday, March 30th 7:00 a.m. – 9:30 a.m.
- c. All booths are required to be set up by 10:00 a.m. on Friday. All trailers and Exhibitor vehicles must be removed at least 30 minutes prior to the start of the Business Expo. Exhibitor parking will be on 6th Avenue, directly north of the Stillwater Pavilion.
- d. Carts and/or hand trucks are not provided. Please bring your own.

30. Sponsors

- a. Businesses may choose to sponsor Business Expo 2012. All sponsors will be recognized when we advertise the Business Expo, as space allows. A sponsorship poster will be visible to all who visit the Business Expo.
- b. Contact the Events Coordinator, June Mandeville, for more information. 322-4376.

31. Tear Down

- a. Tear down starts at 3:00 p.m. on Saturday – not before. Please make sure to take everything with you. Nothing left will be kept.
- b. Outdoor Exhibitors – if the weather turns inclement and you wish to tear down early, contact June Mandeville, Events Coordinator.
- c. If you have cardboard boxes you no longer need, please break them down into flats and place in the dumpster behind the Stillwater Pavilion. If you wish to recycle them you will need to take them with you when you leave.