

2011 BUSINESS EXPO

Exhibitor Manual

WHAT EACH EXHIBITOR GETS:

- **Expo sponsors** are provided a 10'x20' exhibit space with two 8-foot tables (clothed and skirted; the skirting is teal in color) with four chairs and a wastebasket.
- **All other exhibitors** are provided a 10'x10' exhibit space with one 8-foot table (clothed and skirted; the skirting is teal in color) with two chairs and a wastebasket.
- There will be 3 ft. pipe and drape behind each exhibitor except those located on the perimeter. The perimeter exhibits have 8 ft. pipe and drape and are available on a first come, first served basis. There are no pipe and drape side rails with any exhibit space.
- If you plan to hang banners and/or signs at your booth, be sure to bring the necessary materials to hang them. You can pay an additional \$15 for pipe and drape, available for any booth except those along the perimeter, on a first come, first served basis. Visit www.mobileconventions.com to order.
- No business is guaranteed exclusivity. All Mobile Area Chamber of Commerce (MACC) member businesses in good standing are welcome to participate as long as booth space remains available. Every effort will be made to space similar businesses throughout the arena.

SET-UP INFORMATION:

- **Expo sponsors** have a reserved time for early set up from 8:00 a.m. to 11:00 a.m. on Wednesday, August 24th. All other **exhibitors** can set up from 11:00 a.m. to 5:00 p.m. on Wednesday, August 24th. Expo sponsors can continue setting up through out the day on the 24th.
- Regular set-up time is 8:00 a.m. until 12:00 p.m. on Thursday, August 25th and is open to all exhibitors. **SET UP AS EARLY AS YOU CAN TO AVOID CONGESTION AND FRUSTRATION.**
- Please check in at the Exhibitor Check-In table, located near the loading docks, before you begin setting up to pick up your exhibitor packet.
- Please be aware that there will be a large number of exhibitors setting up between 8:00 a.m. to 12:00 p.m. Please be patient, only a certain number of people can get in and out of the loading docks of the Convention Center at one time. Only use the loading docks if you cannot carry your items. The roll-up dock door and both drive-in loading docks will be available for use. A limited amount of hand trucks and flat cart dollies will be available from the Convention Center – if you have your own, bring it to make set up and tear down faster.

- If your set-up can be carried, the elevators will be available but may also be congested. Also keep this in mind for break down – break down tends to be a little more hectic because everyone is trying to get out at the same time whereas you have four hours to set up.
- **Please have your display ready by 12:00 p.m. on the 25th.**
- The expo will run from 1:00 p.m. to 6:00 p.m.
- **Please do not start breaking down and removing your display until 6:00 p.m.** Be sure take all components of your display with you and dispose of trash in the proper places – please do not leave a large mess at your booth.
- The Convention Center will not be allowing people to enter the loading docks and elevators to remove their display until 6:00 p.m.
- Additional items not included in your exhibit as mentioned above are available for an extra fee through the Convention Center only. These items are extra cloths and skirting, extra padded chair, extra wastebasket, easel, booth carpet (no pad), club chair, bar stool and 4'x8' stage with skirting services and equipment, telecomm, and broadband connection (YOU MUST HAVE WIRELESS CAPABILITIES IN ORDER TO USE THE CONVENTION CENTER'S BROADBAND SERVICE).
- Electricity is not automatically provided for any exhibitor. You must purchase it from the Convention Center if you need it.
- Information about Convention Center items/services is included in the Exhibitor Kit from the Convention Center. As mentioned in the Exhibitor Kit, the forms for these services and costs can be accessed at www.mobileconventions.com – this website is the quickest and easiest way to order the services you need.
- You will pay the Convention Center, separately, for these items/services. Please note the deadline of August 19th for ordering at the advance rate and the additional cost associated with ordering after the deadline.
- If you plan on ordering electricity, bring an extension cord with you just in case.
- Restaurants and caterers must provide their own set-ups. In addition to the items provided to all exhibitors as mentioned above, restaurants and caterers will be provided a second clothed and skirted table.
- Train delays are possible and beyond the control of the MACC and the Convention Center.

PAYMENT & FEE INFORMATION

- If you haven't already received an invoice, it will be coming soon.
- **Exhibitor fees must be paid by August 11th.** After August 11th, you will receive a cancellation notice that must be re-submitted with your payment in order for your registration to be reactivated.
- An exhibitor may cancel or withdraw from the Expo by contacting Kim Dale at 251-431-8649, kdale@mobilechamber.com by **August 11th, 5 p.m. (CST)** for a full refund.

- **There will be absolutely no refunds after August 11th.**
- Parking at the Convention Center is \$5, payable by cash or credit card to the Convention Center on the day of the event. This is an additional fee that is not included in your exhibit cost and is beyond our control. Parking is also available at the City Garage across the street (located next to Renaissance Mobile Riverview Plaza Hotel). The cost is estimated at \$3-12 for self-parking and is payable by cash or credit card. Please keep in mind, no matter where you park, getting in and out may be congested and probably slow-going.

RULES & REGULATIONS:

- Exhibitors must ensure that the booth is staffed at all times during show hours.
- There is a limit of only one company per booth unless prior permission has been given.
- You cannot sell items from your booth. You can take orders and follow-up with the sale after the show.
- If the premises where the Expo is to be housed is destroyed or damaged, or the exhibition fails to take place as scheduled or is relocated, interrupted or discontinued; or access to the premises is prevented due to any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency, this agreement may be terminated by the MACC. In the event of such termination, the exhibitor waives any and all damages and claims for damages.
- No exhibitor will be permitted to enter the show exhibition area unless all exhibitor fees have been paid in full.
- All property of the exhibitor is understood to remain under his custody and control, in transit, to, within, or from the confines of the Convention Center, subject to the rules and regulations of the show. Under no circumstances will the MACC, its employees, representatives, or contractors be held liable or accountable for loss, damage or any other act.
- The intent of the MACC and Convention Center is to treat all exhibitors equally, regardless of size, and give every exhibitor an adequate opportunity to present their products and/or services in the most effective manner to the audience. Exhibitors have the responsibility to be a “good neighbor” when setting up, operating and tearing down their exhibits.
- Exhibitors shall arrange their booth so as not to block any other exhibitor from view or entry. All of an exhibitor’s display must be entirely contained within their allotted space.
- Exhibitors using mechanical sound equipment, video monitors, etc will operate such at a reasonable volume, approximately that of normal speaking voice.
- The exhibitor represents and warrants that no work protected by copyright will be staged, produced or otherwise performed without the expressed written consent of the owner of the copyrighted material.
- The exhibitor shall not foster or conduct outside activities which would take participants from the Exhibit Hall floor during scheduled hours.

- Management reserves the right to move exhibitor's space to another location of equal size within reason.
- Management reserves the right to change the layout of the exhibition, or any part thereof.
- Final booth assignments will be made by the Chamber. You will receive notification of booth location no less than one week prior to the show.
- Please remind any of your invited guests that there is no soliciting if they are not an exhibitor.
- It is the responsibility of the exhibitor to be fully familiar with these rules and regulations.

ADDITIONAL EXHIBITING TIPS: Get the most of your Expo participation!

- Final booth assignments will be made by the Chamber. You will receive notification of booth location no less than one week prior to the show if not already included in this packet.
- Please remind any of your invited guests that there is no soliciting if they are not an exhibitor.
- Check your literature and promotional items inventory – do you have enough for at least 1,500 attendees?
- Does your booth need to be shipped to the expo? If so, check the Exhibitor Kit enclosed for shipping instructions.
- To keep your booth appearance professional, remind staff to refrain from eating and/or drinking while manning the booth.
- Immediately upon returning from the expo, send follow-up correspondence to potential clients. Following up with potential leads in a timely manner is key to expo success. If you include literature with your follow-up, it should be different from what the prospect picked up in your booth.

GENERAL INFORMATION:

- You will be able to give away door prizes from your booth as additional visibility for your company.
- Please have a bowl or basket available to draw from for your prize.
- Make sure your business card is attached to the prize(s) you are giving away.