

# Business Expo Exhibitor Confirmation, Check-in & Event Details

*Thanks for joining us! Social media hashtag = #boyneexpo*

**DATE & LOCATION:** Wednesday, Nov 2, 2016 • Boyne Mountain, Civic Center – behind Avalanche Bay Water Park

- **Exhibitor arrival & set-up time:** 10 a.m. to 1:30 p.m. Plan your arrival to allow enough time to be completely set up by 2 p.m.
- **Exhibitor Networking:** 2 to 2:45 p.m. – get to know your fellow exhibitors. Look for your Row “Captains” to guide the networking for your row. (This is optional but recommended.)
- **Open to the public:** 3 to 7 p.m. **YOU MUST BE SET UP BY 2:45 p.m.**, and you may not break down before 7 p.m. Absolutely no early breakdowns!

## **WE PROVIDE:**

- 8 x 10-ft. booth space surrounded on 3 sides by pipe and drape (7 ft. tall in back, 3 ft. tall on the sides). Pipe is suitable for hanging banners and signs.
- One 8-ft. table, matching linens, table skirt, and 2 chairs. You may place your table in the front, side or along back of your booth, although we suggest NOT placing it in between you and the public because it is not as welcoming.
- Free admission passes (\$5 value each).
- Electricity ONLY IF you pre-ordered and paid for it.
- Booth map and directory for all attendees with your company name and booth number listed.

**IF YOU DO NOT NEED any or all of: table, chairs or linen** for your booth, let us know when you arrive.

## **YOU PROVIDE:**

- Your own signs, brochures and promotional materials, prize sign-up slips, etc.
- If you have purchased electricity, bring a heavy duty 25-50 foot extension cord.
- Materials for hanging/attaching signs and displays. Small wastebasket. Pens for prize sign-ups.
- We suggest that you give away a prize. Display the prize and ask people to give you their contact information. Pick a winner at around 6:15 or 6:30 p.m. and bring the prize and the winner's name to the DJ to announce.
- We suggest that you bring people in with small giveaways (pens, cups, candy, etc.)
- We suggest that you have at least two people to handle your booth, so you can take turns walking around the expo for “tastes” and to meet other exhibitors.

## **WHAT IS NOT ACCEPTABLE?**

- No booth-sharing with another business or organization.
- No spreading your product and displays into the aisles.

**CHECK-IN** – You must check in at the front of the building (East Lobby) by 2 p.m. We strongly suggest you check in by 1:30 so you are set up by 2 and you can participate in “Exhibitor Networking.”

**SHUTTLE BUS** - Wherever you park, look for the Charlevoix County Transit bus to bring you closer to the Civic Center with all your booth contents. If you have large displays or questions about getting your booth contents into the building, please call our mobile phone numbers at the bottom of this sheet.

**BOOTH BREAKDOWN** – All booth materials must be removed tonight because Boyne Mountain needs the room for another event in the morning.

**BOOTH LOCATION** – Emails have gone out already with booth numbers, but we'll give you your booth location and a booth map when you arrive.

**BOOTH STAFFING** – Your booth must be staffed during the hours of 3 to 7 p.m. No early breakdowns.

**\*\*\* YOU MUST ARRIVE TO UNLOAD BY 1:30 P.M. \*\*\* YOU MUST BE SET UP BY 2 P.M. \*\*\***

**On-site phone numbers Expo day:** (231) 675-8793, Jim Baumann, [\(518\) 593-9600](tel:5185939600), Ashley Cousens