



Forest Lake Area  
Chamber of Commerce

# LAKES AREA EXPO

DISCOVER · SHOP · CONNECT

Saturday, March 25<sup>th</sup>

9:00am – 1:30pm

*Maranatha Assembly of God Church*

# Today's Agenda

- ▶ Expo Overview
  - History
  - Introducing the Lakes Area Expo!
  - Vendor Opportunities
  - Sponsor Opportunities
- ▶ 9 Tips for a Successful Event Booth
  - Stev Stegner, Rapid Press Printing & Copy Center
- ▶ Questions & Answers
- ▶ Time with Marketing Support Vendors

# History



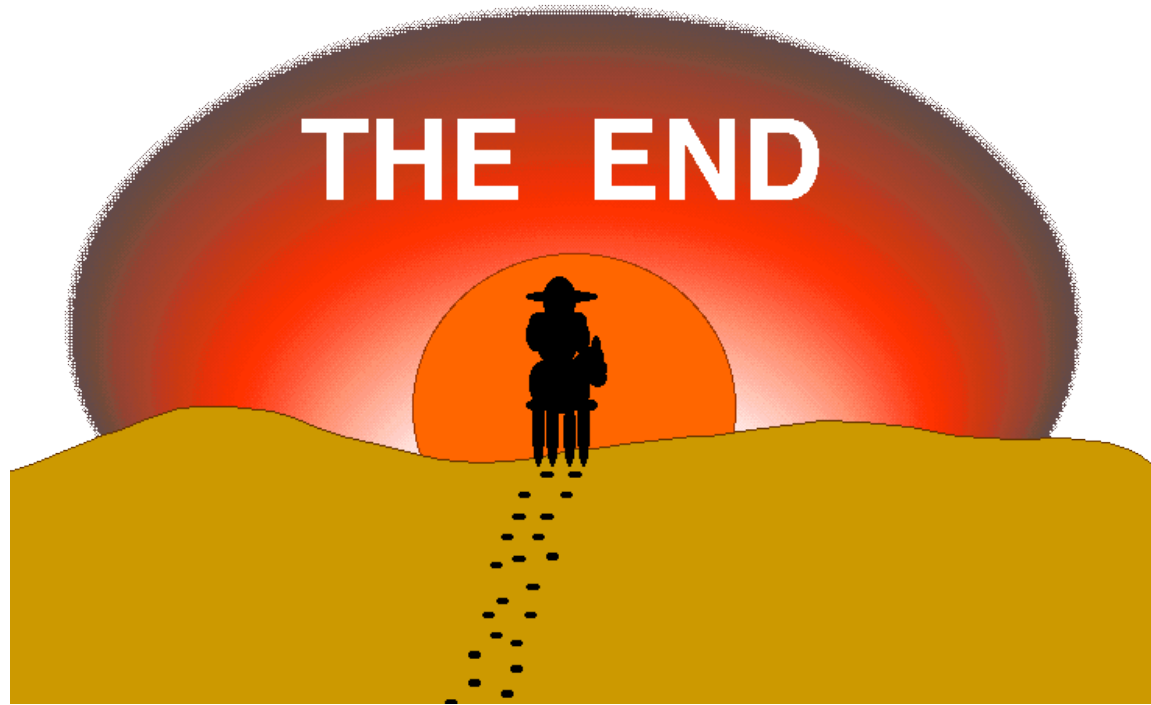
# History

## ► Challenges

- From Home Show to Home & Community Expo
  - Facility problems
    - Schools – disjointed layout
    - Ice Arena – climate, location, parking
  - Declining vendor participation
    - Recession – decline in home repair/improvement vendors not replaced with others
    - Limited options besides booth
  - Declining attendance
    - Decrease in attendance = less value for investment
  - Marketing and promotion
    - Shoestring budget

# History

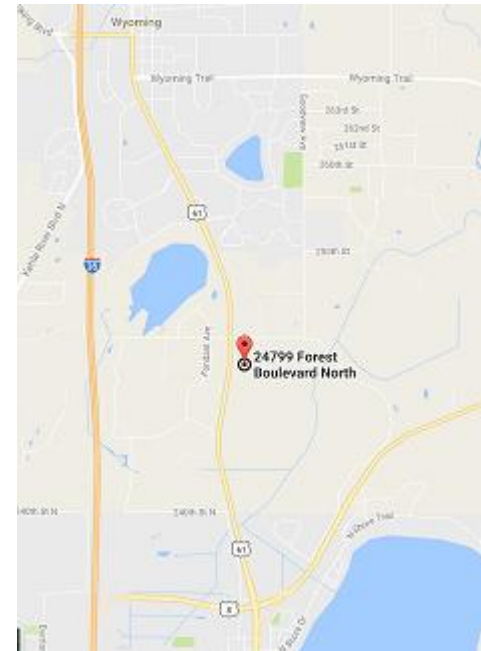
- ▶ 2013 – Event Discontinued





# Introducing Lakes Area Expo

- ▶ Saturday, March 25<sup>th</sup>
- ▶ 9:00am – 1:30pm
- ▶ Maranatha Assembly of God Church



# Introducing Lakes Area Expo

- ▶ Highlights:
  - Local Business Expo ~ 60 booths
  - Free photos with Easter Bunny
  - Free Easter Cookie Decorating
  - Free Food Sampling
  - Radio Onsite – Big Q FM



# Introducing Lakes Area Expo

- ▶ Promotion:
  - Budget (!)
  - Media Campaign
    - Radio
    - Print
  - Facebook Campaign
  - Your Customers





# Exhibitor Opportunities



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## ▶ Vendor Booth

- Booth space (10 x 8) \$350
  - + 8 foot draped table +\$20
  - + folding chair + \$10
  - + electricity + \$30

## DISCOUNTS

- Chamber Members – Regular \$250
- Chamber Members – Early (1 / 31) \$200
- Chamber Members – by 12 / 31 FREE TABLE
- Non Profits – see separate info sheet

# Exhibitor Opportunities

## ▶ Exhibitor Notes:

- Set Up
  - 5 – 10pm on Friday, March 24<sup>th</sup>
  - 6am – 7:30am on Saturday, March 25<sup>th</sup>
- Take Down
  - 1:30 – 4:00pm on Saturday, March 25<sup>th</sup>
- Staffing
  - Booth must be continuously staffed between 9am – 1:30pm
- Non-exclusive event (competitors may be present)
- Booth allotment – first come, first served basis
- Electricity – limited in availability, not available at all booths

**SPACE  
IS LIMITED!**  
**REGISTER TODAY**

# Exhibitor Opportunities

- ▶ For Vehicle Exhibitors





# Exhibitor Opportunities

- ▶ Vendor Notes:
  - Registration Checklist:
    - Completed Registration Form
    - Full Payment
    - Certificate of Insurance (\$1 million)
    - Minnesota Form ST19 (sales tax)
- ▶ REGISTRATION IS NOT COMPLETED UNTIL ALL MATERIALS ARE RECEIVED!!

**SPACE**  
**IS LIMITED!**  
**REGISTER TODAY**

# Sponsorship Opportunities

- ▶ Title Sponsor (1)
- ▶ Event Sponsor (4)
- ▶ Event Bag Sponsor (1)
- ▶ Easter Bunny Photo Sponsor (1)
- ▶ Coffee Sponsor (1)

**YOUR LOGO**

**YOUR LOGO**

**YOUR LOGO**

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**YOUR LOGO**

# Sponsorship Opportunities

- ▶ Event Program Sponsor (1)
- ▶ Event Passport Sponsor (1)
- ▶ Cookie Decorating Sponsor (1)
- ▶ Vendor Lounge Sponsor (1)
- ▶ Vendor Chair Massage Sponsor

**YOUR LOGO**

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**YOUR LOGO**

**YOUR LOGO**

# Sponsorship Opportunities



- ▶ Vendor Lanyard Sponsor (1)
- ▶ Event Participation Passport (6)
- ▶ Keep It Local Bounceback Value Coupon Book
  - \$5 off \$25
  - \$10 off \$25
  - \$25 off \$100
  - BOGO



# Questions & Answers

