

CHECKLIST

2010 CHATTANOOGA BUSINESS EXPO

Present – January 8, 2010

Plan Your Booth

Your booth includes:

- 10' x 10' space
- 8' royal blue drape behind booth
- One 8' Table

Extra tables are available if needed and must be requested by Friday, February 12, 2010.

Two Chairs

Extra chairs are available if needed and must be requested by Friday, February 12, 2010.

Table Cloth

Internet Access

Each row will have a different color table cloth, which makes it easier to direct exhibitors to their booths. You may use the cloth on the table or provide one of your own.

Your Booth Strategy

Consider these questions when reserving your booth to help make your EXPO exhibit a success. We will present five awards for outstanding booths at the Small Business Awards Luncheon. Recipients will receive a certificate to display at their booths.

What do you want to achieve?

- Introduce new products or services
- Project an image or revise your image
- Sell your product or service

Which booth space do you select?

- End of aisle
- Within aisle
- Accessible to entrance and lunch hall
- Close to food service areas
- Away from competitors

How do you attract visitors?

- Games create attention and add fun
- Drawings or door prizes

Who will act as your booth attendant?

- Attendants should be enthusiastic
- Attendants should smile and make eye contact

Wireless access is available at the Convention Center for \$12.95 per day. The fee has to be paid with a credit card once you attempt to log onto the Internet.

Two tickets to the Small Business Awards Luncheon

Door Prizes

The Chamber is not able to announce door prizes for companies since we have too many exhibitors to announce one prize from every company. If you wish to have door prizes, we encourage you to collect business cards and invite winners to your business to claim their prize.

Two luncheon tickets are included in your Exhibitor Check In Packet. Please contact the chamber by Friday, February 12 to rsvp for any additional tickets needed. Cost of Luncheon Tickets is \$40.00.

Attendants should be knowledgeable about your product or service

What color scheme will you use?

- Yellow - draws attention
- Green - calming
- Black - represents power
- White - represents honesty
- Gold & Silver - represents quality

What graphics convey your message?

- Who you are and what you do
- What benefits you offer

Wednesday, February 10, 2010

Submit Balloon-Waiver Form

If helium balloons will be used in your booth, you must complete a balloon-waiver form and return to the Convention Center. The form is at the end of the checklist.

Submit Drayage Form

If your exhibit or any items in your exhibit will be shipped to the Convention Center, please complete a drayage form and send to Convention Center. The form is at the end of the checklist.

Friday, February 12, 2010

Submit Request for Extra Tables

Please request extra tables prior to the event. These items may not be available if not requested by Friday, February 12.

Submit Request for Extra Chairs

Please request extra chairs prior to the event. These items may not be available if not requested by Friday, February 12.

Luncheon Tickets

Two luncheon tickets are included in your Exhibitor Check In Packet. Please contact the chamber by Friday, February 12 to RSVP for any additional tickets needed. Cost of Luncheon tickets is \$40.00 each

Submit Request for Electricity

We need to know how much electricity you need. 700 watts is included in the price of your booth. If you need extra electricity is available for \$10 per each additional 500 watts. This must be requested by Friday, February 12 in order to have it in your booth.

If electricity is requested on the day of set-up, your company will have to pay a \$50 set up charge for electricity. The Convention Center charges a much higher rate for electricity if it is requested the day of set up!

Tuesday, February 16, 2010

Set-up and Move-In Logistics

2 p.m. – 7 p.m.

Set-up Time

Set-up for the EXPO is from 2 p.m. to 7 p.m. on February 17. No set-up is allowed on February 18. The EXPO will be held in Exhibit Halls A & B. The Exhibit Hall will be locked after 8 p.m. on February 16, and a police officer will patrol the outside of the building.

You will be able to enter the Exhibit Hall at 6:30 a.m. on February 17 for last-minute booth details. Everything should be completed when the doors open to the public at 9 a.m. on February 17.

Move-in Cart

We recommend you bring your own move-in cart if needed. The Convention Center has only a few moving carts available. Many exhibitors will be moving in at one time, so we suggest bringing your own carts for a faster move-in.

Moving & Loading

You must enter the Convention Center at the loading dock on Chestnut Street. You will need to let the gatekeeper know you are moving in for the Chamber Business EXPO. Once you are in the gate, you can proceed to the loading docks. **You** must load your items from the loading dock. The Convention Center does not allow anyone to move items in through the front of the building. They will insist that you turn around and leave.

Late Notification

Please notify us if you are not planning to move in until after 5:30 p.m. on February 16. We have a waiting list of potential exhibitors whom we will allow to use your space if you have not called us or moved in to your space by 6 p.m.

Wednesday, February 17, 2010

Exhibitor Check In

You must check in at the Chamber booth to receive your Check In Package between 7:00 – 8:30 a.m. Packet includes Luncheon tickets, internet connection instructions, Exhibitor badges etc.

Exhibitor Only Networking

8 a.m. – 9 a.m.

The Chamber will host a networking session for exhibitors from 8 a.m. – 9 a.m. February 17. A light breakfast and coffee will be served and will allow exhibitors a chance to meet and greet each other before the event opens to the public.

EXPO open to public

9 a.m. – 11:30 a.m.

Small Business Awards Luncheon

11:30 a.m. – 1 p.m.

The EXPO will close for the Small Business Awards Luncheon.

EXPO Booth Awards Announced

Remember stop by the Chamber Check In Table between 7:00 – 8:30 for Luncheon Tickets. Each Booth receives two tickets for lunch any additional tickets need to be ordered by Friday, February 12. You should expect a rush of people for the next couple of hours since we will have approximately 1,200 luncheon attendees.

We will present Five awards for outstanding booths at the Small Business Awards Luncheon. Recipients will receive a certificate to display at their booths.

EXPO open to public

1 p.m. – 5 p.m.

Break Down

5 p.m. – 10 p.m.

Any company that breaks down before 5 p.m. will incur a \$250 fee. Breaking down early detracts from the EXPO experience for attendees and other exhibitors.

Thanks for participating in the 2010 Chattanooga Business EXPO!

Please complete the following form and return to the Chamber Office by Friday, February 12, 2010

2010 Chattanooga Business EXPO Request Form

This form is due by February 12, 2010. Please send this form by fax to 423-267-7242 or mail to 811 Broad Street, Chattanooga, TN 37402.

Name: _____

Company: _____ Booth

Number: _____

Email: _____

Phone: _____

Electricity:

I would like to request electricity Yes

I will need more than 700 watts Yes

\$10 per each additional 500 watts.

I would like to request _____ extra chairs

I would like to request _____ extra tables

Chattanooga Chamber

FAX Number: 423-267-7242