

# CHECKLIST

2011 CHATTANOOGA BUSINESS EXPO

## Present –

### 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, March 11, 2011.

- Two Chairs  
Extra chairs are available if needed and must be requested by Friday, March 11, 2011.

- 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 Breakfast

- 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, March 11 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

## Monday, February 28, 2011

### **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.

## Wednesday, March 2, 2011

### **Submit Request for Extra Tables**

Please request extra tables prior to the event. These items may not be available if not requested by Friday, March 11.

### **Submit Request for Extra Chairs**

Please request extra chairs prior to the event. These items may not be available if not requested by Friday, March 11.

### **Breakfast Tickets**

Two Breakfast tickets are included in your Exhibitor Check In Packet. Please contact the chamber by Friday, March 11 to RSVP for any Additional tickets needed. Cost of Breakfast 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, March 11 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, March 15, 2011

### **Set-up and Move-In Logistics**

*2 p.m. – 7 p.m.*

### **Exhibitor Check In**

You must check in at the Chamber booth to receive your Check In Package between 2 p.m. – 6 p.m. Packet includes internet connection instructions, Exhibitor badges, Lunch Lounge Tickets etc.

### **Set-up Time**

Set-up for the EXPO is from 2 p.m. to 7 p.m. on March 15. No set-up is allowed on March 16. The EXPO will be held in Exhibit Halls A & B. The Exhibit Hall will be locked after 8 p.m. on March 15, and a police officer will patrol the outside of the building. You will be able to enter the Exhibit Hall at 7:30 a.m. on March 16 for last-minute booth details. Everything should be completed when the doors open to the public at 10 a.m. on March 16.

### **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 March 15. 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, March 16, 2011**

☐ **Exhibitor Breakfast Tickets**

Each Exhibitor will receive two tickets to the Small Business Awards Breakfast. Stop by the exhibitor registration table in the morning to pick up tickets between 7:30 – 8:00 a.m. Any additional tickets needed should be ordered by Friday, March 11.

☐ EXPO open to public

*10:00 a.m. – 5:00 p.m.*

You should expect a rush of people for the next couple of hours since we will have approximately 1,200 Breakfast attendees.

☐ Exhibitor Lunch

*11:30 a.m. – 1 p.m.*

The Lunch Lounge will be open in the back of the room.

Please use the lunch tickets in your packet and make plan to drop by the lunch lounge any time between 11:30 – 1 p.m.

☐ Booth Contest

We will present Five awards for outstanding booths at noon.

Recipients will receive a certificate to display at their booths.

☐ 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 2011 Chattanooga Business EXPO!*

**Please complete the following form and return to the Chamber Office by Friday, March 11, 2011**

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**2011 Chattanooga Business EXPO Request Form**

This form is due by March 11, 2011. 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**