



Exhibitor Information

Table of Contents

Important Phone Numbers & Who to Contact.....2

Exhibitor Agenda: May 19 – 21.....3

Setting Up Your Display & Booth Amenities.....4

Booth Staff Preparation.....5

Pre-show Marketing.....6

Exhibitor Policies.....8



Important Phone Numbers & Who to Contact

EXPO Director

Antonia Opitz

Director of Events
Vermont Chamber of Commerce
(802) 223-0603 (direct)
Fax: (802) 865-8066
aopitz@vtchamber.com

Additional Contacts

Cindy Delaney

EXPO Manager
Delaney Meeting & Event Management
(802) 865-5202
Fax: (802) 865-8066
cindy@delaneymeetingevent.com

Lauren Bevill

Events Assistant
Vermont Chamber of Commerce
(802) 223-3443
Fax: (802) 865-8066
lbevill@vtchamber.com

Booth Payment Address

Vermont Chamber of Commerce
P.O. Box 37
Montpelier, VT 05601
*If sending a check, reference the company and booth number

Sheraton Hotel & Conference Center

Room Reservation: (800) 677-6576 or (802) 865-6600
Electric & Phone Orders: Fax to 802-865-6617 or mail to 870 Williston Rd.,
Burlington, VT 05403

Show Decorator and Drayage

SER Exposition Services
35B New Street
Worcester, MA 01605
(800) 527-2175 or (508) 757-3397
Fax: (508)757-9136
www.serexpo.com

Event Registration

Online: www.vtexpo.com
Or call Delaney Meeting & Event Management: (802) 655-7769

Exhibitor Agenda: May 19 – 21

Tuesday, May 19

1:00 p.m. – 6:00 p.m. Move in and Set Up

Wednesday, May 20

7:00 a.m. – 9:00 a.m. Move in and Set Up

9:30 a.m. Show Management Walk-Through

10:00 a.m. – 5:00 p.m. Trade Show Open

5:00 – 7:00 p.m. *FREE Networking Reception at G's Restaurant*

Thursday, May 21

8:00 a.m. *FREE Exhibitor Appreciation Breakfast and Presentation of Best Booth Awards (Diamond Ballroom)*

9:00 a.m. – 4 p.m. Trade Show Open

4:00 p.m. – 7:00 p.m. Tear Down – **Exhibitors may not tear down prior to 4 p.m. Exhibitors who tear down prior to 4:00pm will not be allowed to exhibit at EXPO in the future.**

Setting Up Your Display & Booth Amenities

Setting Up Your Display

Standard Booth Package

The standard booth package includes a 6-foot, skirted table, two chairs, 3-foot side walls, and an 8-foot-tall back wall, identification sign, and wastebasket.

Set-Up Hours

Set up hours are Tuesday, May 19 from 1:00-7:00 pm, and Wednesday, May 20 from 7:00-9:00 am. ***All booths must be completely set up by 9:00am on Wednesday morning so that show management can do a final walk through of the show prior to opening at 10:00am. Please review the EXPO policies for booth set-up guidelines.***

Hints & Tips

- In order to expedite set-up, it is recommended that you bring your own pull cart or dolly, as this equipment is limited at the Sheraton.
- If your booth is located on the second floor, elevators are available in the Conference Center lobby.
- If you have a large item that needs to be moved in prior to standard booth set-up hours, arrangements can be made by contacting Antonia Opitz ((802) 223-0603, aopitz@vtchamber.com)

Amenities

Décor

SER Exposition Services is our show decorator. They provide you with the back and side wall drapes, table, chairs, wastebasket, and sign. They also offer additional furniture for rent, carpet, signage, and plant rentals. All areas of the show are carpeted – with a blue color in the Exhibit Hall (lower level), and multi color on the second floor. SER will mail each exhibitor a decorator kit, which provides a log-in name and password necessary for ordering additional amenities online at www.serexpo.com.

Electricity & Phone

An electric and phone order form is included on the Exhibitor Kit CD. You need to order phone and power directly from the Sheraton, and mail the form and payment to the hotel directly. There is a significant late charge if you do not order this ***by May 12.***

Tearing Down Your Display

Tear down begins at 4:00pm on Thursday. Exhibitors must be completely torn down by 7:00pm. ***Exhibitors who tear down prior to 4:00pm will not be allowed to exhibit at EXPO in the future.***

Booth Staff Preparation

Schedule

Exhibitors are required to have their booth staffed at all times. Please schedule your booth team accordingly to allow for food and bathroom breaks, and time for checking email and conducting business while at the show.

Training

If you have a large staff, it may be a good idea to conduct a pre-show training. This enables you to educate your team on booth etiquette and the theme and or design of your display. This also provides a forum in which your booth staff can ask questions and gets your marketing and sales teams on the same page.

Registration

You may register as many individuals from your company or organization for free, as long as you register your booth staff before May 15. You can register your staff online at www.vtexpo.com or by emailing or faxing back the Exhibitor Booth Staff Registration Form (located on the website under Exhibitors and Important Forms and Logos).

If you plan to register your booth staff for meal events or seminars that have a fee associated, you must register and choose a payment option online. This will eliminate duplicate registrations and the online system will automatically email an agenda and confirmation to each individual that you register. Online registration is at www.vtexpo.com.

If you return the Exhibitor Booth Staff Registration Form, please alert your staff that they have been registered and can pick up their name badge at the registration desk beginning on May 20.

Pre-Show Marketing

EXPO Marketing Plan

The EXPO Management Team and the Vermont Chamber of Commerce implement the following media blitz in the weeks prior to EXPO to generate attendance:

Television & Radio

- TV ads on Vermont's largest stations (WCAX, WPTZ and WNNE) for two weeks leading up to EXPO.
- Exposure on VPR, Clear Channel Stations, Hall Communications Stations, Radio Vermont Group, WVMT, The Point and more!

Print Media

Multiple advertisements in:

- *Vermont Business Magazine*
- *Burlington Free Press*
- *Times Argus*
- *Rutland Herald*
- *Champlain Valley Business Journal*
- *Rutland Business Journal*
- *Valley Business Journal*

- *Seven Days*

Internet & Email Marketing

- All exhibitors have a link from our site (www.vtexpo.com) to their site.
- Many partner organizations have our event listed with a link from their site to the EXPO website.
- Regular blast emails to attendees from past EXPOs and to potential attendees.

Plus...

- We distribute more than 15,000 brochures and postcards to an extensive regional database.
- The Official EXPO Program is a 30+ page insert in the May issue of *Vermont Business Magazine*, providing a comprehensive guide to EXPO exhibitors and events.
- Grassroots marketing in partner and sponsor newsletters, Chamber newsletters and emails, calendar listings and significant word of mouth promotion.
- Press releases throughout April and May to reach additional audiences throughout Vermont.

Ideas for Exhibitors

Templates for many of the following ideas are provided on the Exhibitor portion of the website, www.vtexpo.com.

- Use bill inserts to promote the show and your booth
- Send invitations to customers and include a Coupon for Free Entrance
- Print show reminders in monthly newsletters & publications and put it on your website's calendar of events
- Place the EXPO logo and a link to www.vtexpo.com on your website
- Send email invitations promoting your Coupon Code for Free Entrance
- Include a tag-line in regular radio and television advertising
- Add your booth number and show dates to regular print advertising
- Upload press releases and info about your booth to accompany your exhibitor listing at www.vtexpo.com
- Purchase a banner ad on the EXPO website
- Purchase a display ad in the May issue of *Vermont Business Magazine*, in which the Official EXPO Program will be inserted
- Issue a press release announcing a new product or service you are launching at the show
- Use an email signature with show dates, booth number and link to www.vtexpo.com

Vermont Business & Industry EXPO Exhibitor Policies

General Policies Regarding Exhibitors

EXPO Management reserves the right to refuse organizations and businesses as exhibitors for any reason or as it deems necessary.

An organization or business may share its booth display space with one other organization or business with prior EXPO Management approval, plus a 10% surcharge. Both organizations and/or businesses will receive exhibitor benefits.

A not-for-profit association may share its booth space with its members so long as the membership is present solely to promote the association's mission and not its own businesses or organizations. Only the not-for-profit organization will receive exhibitor benefits.

Exhibitor shall not assign, sublet or share the space rented without the prior knowledge and prior written consent of EXPO Management. Exhibitor must show only goods or services manufactured or dealt in by it in the regular course of business.

Discounts offered to Vermont Chamber members may be revoked if the exhibitor cancels its membership between the time of registration and the close of the show.

EXPO Management reserves the right to restrict or prohibit exhibits that are determined in its sole discretion, to be objectionable because of noise, method of operation, safety, materials, or for any reasons which may relate to, among other things, persons, things, conduct, or printed matter. EXPO Management may also restrict or prohibit, with or without giving cause, any exhibit that in its opinion may detract from the general character of the exhibition as a whole. In the event of such restriction or prohibition, EXPO and its Management shall not be liable for any refunds or other exhibit expenses.

No person under 16 years of age will be admitted unless accompanied by an adult.

Exhibition Rules & Regulations

Exhibitor agrees to appoint a duly authorized representative to have responsibility for its exhibit, and agrees that said representative, or someone authorized by Exhibitor, shall be in attendance at its exhibit during the hours EXPO is open. Exhibitor Identification Badges must be worn at all times.

Only firms or organizations assigned exhibit space may solicit business within the exhibit area and hand out promotional material.

Exhibitors may not solicit business or hand out promotional material outside of their assigned exhibit space (including, but not limited to, aisles and parking lots).

No items may be kept in the aisles, entrances and exits in the Conference Center.

No industrial machinery will be allowed on the second floor. Industrial machinery must be approved by EXPO Management and meet Sheraton Conference Center specifications.

Carpeting for booths/table-top display spaces will be provided by show management. No heavy adhesive tape may be used on the carpet.

Contests and drawings are permitted; however, it is the responsibility of Exhibitors to notify winners.

Order taking is permitted; goods, however, may not be delivered at the exposition, other than premium item giveaways.

The Show Hours are Wednesday, May 20, from 10:00 a.m. to 5:00 p.m. and Thursday, May 21, from 9:00 a.m. to 4:00 p.m. Your booth must be staffed at all times during the show.

Exhibits and materials shall not be disassembled before 4:00 PM on Thursday, May 21, 2009. All exhibits must be removed from the Sheraton Burlington Hotel & Conference Center by 7:00 p.m. on May 21.

Exhibitors must leave booth/table-top display space in the same condition in which it was found. All boxes, crates, pallets, brochures, etc., must be removed. A fee will be assessed if trash is left in the booth/table-top display space.

Exhibitors must abide by the rules and regulations set forth by the chosen venue (including, but not limited to, fire codes).

Exhibitors that do not comply with the above rules and regulations are subject to omission from future Vermont Business & Industry EXPOs at the discretion of EXPO Management.

Exhibition Display Requirements

No display shall exceed the dimensions of the space in which it is located. Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit booth. Exhibitors with exhibit booths encompassing more than one booth space should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitations outlined in the following configurations are intended to accomplish the above goals.

STANDARD IN-LINE BOOTHS: The backwall of a standard in-line booth display is limited to 8' in height and a depth of 4'. All display fixtures and accessories (including but not limited to book racks, instruments and foliage) over 4' in height, not to exceed 8' maximum, must be confined to that area of the exhibitor's space which is within 4' of the backline. Display material in the remaining booth display space must not exceed 4' in height. This applies to single and double booths.

MULTIPLE STANDARD BOOTHS: In an exhibit that contains three or more linear booths, the interior booths are permitted to contain display material over 4' in height -- with a maximum of 6' in height -- which must be confined to that area of the exhibitor's space which is within 6' of the backline of the booth. The end booths of such an exhibit must conform to the standard booth restrictions (listed above) of 4' display area from the backline of the booth.

TABLE-TOP DISPLAY AREAS: The table-top size booth is limited to a 6' x 2' display space. A 6' table will be provided for your use; or you may use a floor model display unit, but you cannot exceed the dimensions of the allowable space. Tables are not available for use with floor model display units and you must notify EXPO Management in advance should you plan to use a floor display. Do not plan on hanging banners, etc. behind your display. To avoid problems during exhibit set-up, notify EXPO Management with any questions.

EXPO Management reserves the right to make exceptions to the above requirements at its discretion, so long as those exceptions do not interfere with the sightline of any other exhibition spaces.

Cancellations & Refunds

Cancellation of a contract for space by exhibitor at any time may result in loss of monies paid and does not relieve exhibitor of its obligations to make payment in full in accordance with Exhibitor Application & Contract. EXPO may use cancelled space as it sees fit.

If an exhibitor's written notice of cancellation is received 90 or more days prior to the opening of EXPO, and if EXPO is completely sold out, and if the cancelled space is re-rented, then, and only then, shall EXPO provide a refund to the exhibitor, less 50% of the full value of the cancelled space. All monies received or receivable, and not subject to refund, shall be retained as liquidated damages.

Under no circumstances will a refund be made if cancellation is made less than 60 days prior to EXPO. Should EXPO be cancelled or postponed by reason of an act of god, war, terrorism, catastrophe or other occurrence or event beyond the control of EXPO Management, exhibitor will be refunded only that portion of its payment which remains after payment by EXPO of all expenses and losses caused by such cancellation or postponement, at the discretion of EXPO Management.

Management Liability

Neither EXPO, EXPO Management, or the Vermont Chamber of Commerce, or its agents or employees, shall be liable for any damage to the property of or loss of business to Exhibitor or any person using its allocated space, or for any loss by theft or other means. Exhibitor, on behalf of itself, its employees, agents, servants, customers or guests, any person using Exhibitor's allocated space, or his or its employees, agents, servants, subcontractors, customers or guests, expressly releases and discharges EXPO, its officers, employees, agents, and servants, from any liability whatsoever, on account of any matter or thing arising out of, incident to, or connected with the said EXPO. In any event, EXPO's liability arising out of any kind of legal claim (whether in tort, contract, or otherwise) in connection with the exhibition will not exceed the price paid by exhibitor to rent the space.