



Presenting Sponsor:



## Exhibitor Guide

Thursday, September 21<sup>st</sup>, 2017

1:00pm – 6:30pm

Rogers K-Rock Centre, 1 The Tragically Hip Way, Kingston



**Introduction:**

Thanks for being a part of the largest business networking event in south eastern Ontario: Connect – The Business Expo! We’re excited to have you and we hope that you’re excited to be a part of it. It’s our eighth year.

This guide is designed to help you and your team achieve maximum exposure, leads and overall success during what we anticipate will be a busy day of networking and building “connections” at the Rogers K-Rock Centre.

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## Section 1: Exhibitor Set Up / Tear Down Information

### A) General Information

- Set up time is only between **9:30am till 11:30am** on Thursday, September 21st. All exhibitors will be asked to leave the floor at 11:30am so that the aisle carpet can be placed. Re-entry approx. 12:40pm.
- Any exhibitor arriving after 11:30am will not have the use of a dolly, hand deliver items to your space. No dollies will be allowed on the event floor once the aisle carpet is placed.
- Entry for exhibitor set up is through Gate 5 (on King Street). King Street will be closed to traffic, but open for exhibitors to unload only. (There is no parking on King Street so vehicles must be moved immediately after unloading.) Please be patient as we have so many carts and so many spaces.
- Upon arrival, please register inside Gate 5 and volunteers will be on hand to assist and guide you to your booth space as well as answer any questions you may have.
- **Reminder boards are placed on ice; it can get cool on the feet. Highly suggest proper footwear or placement of area rug or mat in your booth. If you would like to order mats through our supplier please advise by Sept 15<sup>th</sup>.**
- No exhibitor shall dismantle or remove any part of its exhibit before show closing at 6:30pm.
- All exhibitor booths must be torn down by 7:30pm.
- Only products/services provided by exhibitor shall be displayed.
- For more information about Connect and to view the event floor plan, see [ConnectKingston.ca](http://ConnectKingston.ca).
- You can have your logo displayed on the scoreboard for a cost of \$50.00 plus HST. **Please advise by Sept 18<sup>th</sup>.**

### B) Booth Specifications

- Booths are 10'x10' in size, with a six foot table.
- Booths C01, C15, C46 & C60 are 8'x8', with a six foot table.
- Tables are skirted with two chairs. If you do not require a table and/or chairs, please let us know in advance (by Sept 18<sup>th</sup>).
- No floor displays or banners are to be displayed on the tables.
- All booths will have eight foot draping behind and 4 ft. draping in between each exhibitor
- Exhibitors will be asked to use only "S" hooks if wishing to hang signs on the drapery. NO pins or tape permitted.

### C) Power and Wi-Fi Internet Access

- Power will be provided to all booths, please bring a **minimum 25 – 50 foot extension cord** to access the power station closest to your booth space. Volunteers can direct you to the appropriate power station to plug in to. The longer the extension cords the better.

- Rogers K-Rock Centre is equipped with Wi-Fi that can be accessed by all exhibitors at no-charge for Connect. Login information is below.
  - **Name/SSID:** **K-Rock Centre Secured wireless**
  - **Password:** **krcwireless**

## Section 2: Getting the Most Out Of Connect

### A) Tips for Exhibitors

- Make the most of your space and booth design. Load it up with bright colors, bold images, dynamic graphics, and photos or illustrations that will appeal to your clientele. Distill your marketing message to its bare minimum, and then shout it out with a clear, bold, highly visible benefit statement. Don't try to cram every product detail onto your booth graphics – your brochures should contain all of that information. Your exhibit should quickly tell a prospective customer 1) who you are, 2) what you do and 3) how you can help them. And make your booth more inviting by not filling it with stuff, be it too much display, too much product, or too big a table blocking the aisle.
- Use technology to enhance your presentation. Light, motion and color attract attention, so use this to your benefit. Depending on your product or service, you may want to include interactive presentations, videos or live demonstrations in your exhibit. The more involved your visitors are, the more likely they will be to remember you later.
- Fill your booth space with your very best staffers that will relentlessly attract, engage, and convert traffic to your booth. Instead of sitting behind a table, encourage your team to stand and be approachable. Use things like free branded swag or contest ballots as excuses to start a conversation with a potential lead. We recommend sending at least two staff for your booth to ensure more leads and networking throughout the event, plus, having at least two staff means your booth should never be empty if someone needs to use the bathroom, grab a snack or take a break.
- Get more booth traffic by bumping up the volume on your pre-event and at-event promotions. Before the event even starts, offer attendees in your contacts (via email, mail, phone, ads, and social media) a compelling reason to visit your booth.
- Once you're at the event, pull out all the stops. You only have a few seconds to convey your message and attract those passing by. Putting giveaways within reach of the aisle? Offer more valuable and eye-catching premiums (but pay attention to the trick-or-treaters, and be ready to start conversations with visitors). Giving away a prize? Offer a more valuable prize than other exhibitors. Enticing visitors with a show special or discount? Knock another 15 or 20 percent off your usual offer. Demonstrating your product? Demo it in a more visually-arresting fashion to get people to stop, look, and enter your booth.

#### B) Connect On Social Media

- The Chamber strongly encourages social media interaction at all of our events and Connect is certainly no exception. The Chamber will be posting updates about Connect before, during and after the event. Follow @KingstonChamber or like us on Facebook (Facebook.com/GreaterKingstonChamber) for updates and to interact with us.
- To maximize your exposure, we encourage you and your team to post about your presence at Connect on social media both in advance and during the event. Please use the hashtag: #ConnectKingston on Twitter.

#### C) Additional Branding Opportunities

- An additional way for your company to achieve exposure during Connect is to have your company logo or message displayed on the overhead scoreboard screen during Connect! Your logo would be displayed in equal rotation with other sponsors for the duration of the event.
- Cost is \$50.00 plus HST. To order, email [dana@kingstonchamber.ca](mailto:dana@kingstonchamber.ca) or call Dana at 613-548-4453 ext. 1000. **Must be booked by Sept 19<sup>th</sup>.**

#### D) Event/Exhibitor Photos

- Rob Taylor from Taylor Studios will be the official event photographer and will capture photos of the event as well as of exhibitor booths for future marketing purposes.
- The Chamber will post photos of Connect during and following the event on social media.
- Of course, we encourage exhibitors (and attendees) to capture and post photos of Connect during the event on social media to maximize exposure.

#### E) Prizing / Contests at Your Booth

- We would encourage all exhibitors to bring a door prize valued at \$25.00 or more. (The higher the value of your prize, the more interest you'll likely receive at your booth space.)
- Your prize should be displayed at your booth and attendees would enter to win your item by depositing a business card/ballot at your booth.
- Please bring a ballot box to collect all entries. It's a great way to get leads!
- Each exhibitor is responsible for contacting their individual prize winners after the event. Individual exhibitor prize winners will not be announced at the event.

### Section 4: Invite Your Connections!

Increase your network at the event by inviting your staff, clients, vendors and suppliers to Connect. This event is all about networking and building connections. By inviting the people in your network, you are creating another opportunity for each of those people to engage with your company, increasing your opportunity for further business and referrals. Also, if every exhibitor at the event invites their network, it creates a larger audience and a more "connected"

business community. Here is a sample email message that you can customize and use to send to your contacts:

*I'd like to invite you to join me at the largest business networking event in south eastern Ontario: Connect – The Business Expo! It's happening on Thursday, September 21st between 1:30pm and 6:30pm at Rogers K-Rock Centre, 1 The Tragically Hip Way, Kingston, On.*

*I'll be there as an exhibitor and it would be a great opportunity for us to "connect" again and make new introductions and business contacts at the event. Please pass this invitation on to your entire team and I hope to see you there. Look for me at booth <insert your booth number>!*

*More details about Connect are at the official website, [ConnectKingston.ca](http://ConnectKingston.ca).*

*Here are additional social media tags to help promote your booth.*

## **Get Social**

To help spread the word on social media, we've developed 3 unique badges that can be used on Facebook, Twitter, and LinkedIn. In addition, we've provided additional suggestions to GET SOCIAL!

### **Twitter**

- ✓ Follow Greater Kingston Chamber of Commerce's Twitter account
  - <http://www.twitter.com/KingstonChamber>
- ✓ Retweet (RT) @KingstonChamber CONNECT tweets
- ✓ Use the attached text and badges as suggested tweets

### **Facebook**

- ✓ Like Greater Kingston Chamber of Commerce page
  - <https://www.facebook.com/greaterkingstonchamber/>
- ✓ Like & comment Chamber CONNECT page posts
- ✓ Share CONNECT page posts to your corporate or personal\* account
- ✓ Use the attached text and badges as suggested Facebook Page and/or Personal posts

### **LinkedIn**

- ✓ Follow Greater Kingston Chamber of Commerce's LinkedIn Company Page
  - <https://www.linkedin.com/company-beta/2884342>
- ✓ Use the attached text and badges as suggested LinkedIn posts

See you on the 21<sup>st</sup>!