

# Exhibitor procedure & guide



**Event Info:** Southpointe Golf Club, 360 Southpointe Blvd, Canonsburg, PA 15316, Feb. 23, 8AM to 5PM

**Web site posting:** Please send the web site URL you would like us to post for your web site to [brad@southpointe.net](mailto:brad@southpointe.net)

**Load & unload:** Use the left side entrance at the front of the golf club. After unloading, please move your car to the upper parking lot so we have room for the general public.

**Schedule:** You can come in as early as 8AM to set up. Most will be arriving between 8 and 9AM. The show is open to the general public at 10AM. Be sure to allow plenty of time for setup.

**Table and area size:** The table is approximately 6 ft. long and 30" wide. We provide table cloths, two chairs and space behind for a stand up display. There is no pole or drape between vendors. Do not plan on hanging posters, etc. on the walls. You will have room behind the table for your display if you bring one. About ½ vendors use displays behind the table. Many have table top displays or small floor stands. Displays are not necessary. More importantly bring brochures, business cards and your best asset, you. No coffee pots, popcorn machines, hot plates, toasters, copy machines, hair dryers or any appliances that draw high current. All items must be removed before 6PM.

**Assigned area:** Your table is assigned the morning of the event. First to register have top priority.

**Power requirements:** We provide power to all tables at no additional fee. All tables will have AC power. Bring an extension cord and plug strip if needed.

**Who will be attending the show:** You will be focusing on two groups. Most important is the business-to-business group. These are the other exhibitors that are participating with you in the show. They are a great source for lead information. *Example: A moving company is the first to know of a new company coming to the area. This information is great for companies offering signs, copy machine, cleaning, car rental, office furniture companies. Companies moving into the area need services and products. Exchanging leads is a natural way to network for more leads.*

The second group is the general public. From 10 AM until 5PM the general public will be walking through the show. These are mostly executives from area businesses. We are giving large prizes all day as incentives to build foot traffic. You may want to donate a prize to help with the program. Send your prize item to [brad@southpointe.net](mailto:brad@southpointe.net). Prizes are to be \$50 or more. Your company name will be announced along with the prize.

**Prizes:** Most vendors give a gift item away as a prize using a fish bowl for business card drop at their table. This is an excellent lead generation tool. Prizes range from pens to vacation trips. Average prize is valued at \$20-\$50.

**Activities during the show:** We have a video crew walking around interviewing vendors. Make sure you practice your elevator pitch. You may be asked to be a part of the video production which will be uploaded to YouTube and on [www.southpointetradeshow.com](http://www.southpointetradeshow.com) web site TV video channel. We will have announcements and prizes given all day. Be sure to invite your customers to the show by e-mail, phone or mail outs.

**Company promotion:** In addition to being in the show, your company name will be listed on the web site. We will post your company name with a link to your web site on our web page for one year.

**Web page link:** Please send your web URL so we can post it on our web site. [brad@southpointe.net](mailto:brad@southpointe.net). No refunds, your listing will stay and we will credit your table to the next show.

**Dress Code:** Business casual

[www.southpointetradeshow.com](http://www.southpointetradeshow.com) or 724-873-7777