



# Princeton-Mercer County Chamber of Commerce

Promoting Pride In Princeton & Mercer County

1522 N Walker St. Princeton, WV 24740

May 28, 2017



Dear Exhibitor:

In celebration of our **16th year**, join us **October 27th and 28th** for **WOMEN'S EXPO!** The Women's Expo, sponsored by the Princeton-Mercer County Chamber of Commerce and our Anchor Sponsors, is slated for **October 27-28, 2017** at the Brushfork Armory in Bluefield, West Virginia.

We look forward to seeing the creativity of our exhibitors displayed in their booths, offering Expo attendees the best of their goods and services. We encourage you to decorate your booth in a Fall and/or Christmas theme and help us welcome these two wonderful seasons.

In addition to the exhibits, there will be many other activities going on such as:

- ✓ **Great food will be available both days provided by Chick Fil-A**
- ✓ **PCH Community Luncheon on Friday**
- ✓ **BINGO on Friday afternoon**
- ✓ **Halloween Costume Contest**
- ✓ **Heart Strings Boutique Fashion Show & Luncheon for women on Saturday**
- ✓ **Lots of Give-a-ways And much, much more!**

If you do business with women, you need to be a part of the **2017 Women's Expo**. The expo is viewed as one of the best direct marketing opportunities for businesses and non-profit organizations in our area. It provides a way for you to meet your customers face-to-face. The purpose of the 2017 Women's Expo is to provide exhibitors the opportunity to increase sales, attract new customers and meet your regular customers.

Please read the enclosed information carefully as you will see that several changes have been made this year. Don't delay in securing your space! You'll find enclosed the **2017 Women's Expo** exhibitor's application or visit our web site at [www.pmccc.com](http://www.pmccc.com). For additional information please call the Princeton-Mercer County Chamber office (304-487-1502).

Sincerely,

Tammy Radford  
Women's Expo Co-Chair

Karen Morris  
Women's Expo Co-Chair

**2017 WOMEN'S EXPO**  
**EXHIBITOR'S INFORMATION**

**DATE AND TIMES FOR SET UP AND DISMANTLE**

- Set Up Date and Times: Thursday October 26, **10:00 a.m. – 6:00 p.m.**
- Place: Brushfork Armory – Bluefield, WV
- Dismantle Date and Time: Saturday October 28, **not before 5:00 p.m.**
- Please note we are no longer doing the early bird special, but there is now a discount for PMCCC chamber members.
- Also, please note we are no longer doing the rebate program.
- Crafters now have a choice to either pay a percentage of their sales at women's Expo or the flat fee of \$125.

**EXHIBITOR'S PACKET** will be given out to all Exhibitors on Thursday, October 26 at registration which includes your booth workers' passes, an exhibitor floor layout map and other pertinent information.

**1 Skirted Table and 2 chairs** will be provided for your booth (2 tables and 4 chairs for double booth). If you have extra needs, please see Rules 6 & 7 in the Rules and Regulations

**COLOR SCHEME:** Drapery is Black and Silver; Table skirts are Berry Pink; Aisle carpet is Tuxedo (black & silver).

**SIGN UP FOR NEXT YEAR:** We've added the opportunity for you to get a jump on the 2018 Women's Expo by reserving your booth for next year, locking in at this year's booth price. There will be a 2018 signup form in the exhibitor's packet that you receive on this year's setup day of Thursday, October 26. If you wish to reserve your 2018 booth, return the form to us at this year's Women's Expo and pay the fee before January 31, 2018.

## EXHIBITOR CONTRACT

**This contract must be signed and returned with REGISTRATION FORM. Please keep a copy for your reference.**

All exhibits and exhibitors are subject to the following regulations. The word MANAGEMENT used herein refers to the show management, i.e., the Princeton-Mercer County Chamber of Commerce, and/or its successors or assigns, acting through its officers, directors, committees, agents or employees in the management of the show.

In consideration of the promise of PMCCC, or its successors and assigns, to rent exhibit space in the Women's Expo, the undersigned agrees to rent exhibit space at the Women's Expo, its successors or assigns, under the following terms and conditions, and at the rates indicated on the registration form.

**Terms of payment for space:** The undersigned understands that no definite assignment of space will be made without the required full payment of space rental. Additionally, while the Women's Expo committee makes every attempt in good faith to accommodate all exhibitors, due to concentrated influx and timing of registrations received by the PMCCC office, a particular booth location cannot be guaranteed.

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1. **INSTALLATION AND DISMANTLING OF EXHIBITS:** Exhibitors may set up their booths starting at **10:00 a.m. THURSDAY OCTOBER 26 TILL 6:00 p.m. THE SAME DAY.** Exhibitor registration packets (which include exhibitor passes, see #5 below) must be picked up at this time.

**IMPORTANT:** DISMANTLING OF EXHIBITS WILL NOT BE ALLOWED TO BEGIN UNTIL AFTER THE SHOW CLOSING, SATURDAY OCTOBER 28, AFTER 5:00 p.m.

2. **EXHIBIT BOOTHS:** Only **ONE** paid exhibitor brand per booth.

3. **ARRANGEMENTS OF EXHIBITORS:** Exhibits shall be arranged as not to obstruct the general view or hide the exhibits of others. **Exhibits MAY NOT extend outside the confines of the booth space into the general traffic aisle.** The management reserves the right to refuse installation of exhibits that do not conform to show regulations. Back walls, including signs, may not exceed an over-all height of 8 feet. Sidewalls may not exceed 3 feet in height unless satisfactory arrangements can be worked out with adjoining booths and meet approval of the show management.

4. **MOVING PICTURES, SOUND DEVICES AND LIGHTING:** Exhibits which include the operation of musical instruments, radios, VCR equipment, public address systems, or any noise making machines must be operated so that the resulting noise will not annoy or disturb adjacent exhibitors and their patrons, and must be approved by the show management.

5. **BOOTH WORKERS:** Five (5) exhibitor/booth worker passes will be issued on exhibitor setup day, Thursday October 27, and must be picked up that day along with exhibitor registration packets. It becomes your responsibility to distribute these passes to your booth workers, and **only these passes** will allow your booth workers free admission on Friday and Saturday. Number of booth workers exceeding 5 at a time will require a paid admission for the extra workers.

6. **EQUIPMENT RENTAL:** Your booth already comes complete with a skirted 2' x 6' table and 2 chairs. Extra chairs and tables, carpet and other accessories, may be rented from Hollins Exhibits. Contact Hollins Exhibits, Roanoke, Virginia, at 1-800-574-3940 or (540) 362-3940.

7. **TELEPHONE SERVICE:** Frontier Communications provides free wireless internet for exhibitors inside the Armory. If you need special telephone service to your booth, please call Frontier Communications at (304) 487-6195.

8. **INSURANCE:** Exhibitors shall, at no cost to the Management, obtain adequate and reasonable liability and property damage insurance from responsible insurance companies legally authorized to sell such insurance by proper Certificate of Insurance. The Show Management is to obtain adequate liability insurance of \$1,000,000.00 for the entire show dates.

**Disclaimer:**

The PMCCC Women's Expo and the hosting facility shall not be responsible for any loss, damage, or injury that may occur in the exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by exhibit application. The exhibitor, in signing this contract, expressly releases the PMCCC Women's Expo and/or the hosting facility from, and agrees to indemnify same, against and all claims for such loss, damages or injury.

**Signature:** \_\_\_\_\_

Date: \_\_\_\_\_

Position of Signer: \_\_\_\_\_

# 2017 Women's Expo REGISTRATION FORM

Please print clearly or type and include with the signed Exhibitor Contract-- Thank You!

ORGANIZATION \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**Please describe your exhibit setup and planned booth activities:** \_\_\_\_\_

**Show Dates: October 27-28, 2016**

\*\*\* (Exhibitor Setup Day: Thursday October 26, 10:00 a.m. – 6:00 p.m.)\*\*\*

**Brushfork Armory - Bluefield, WV**

**SHOW HOURS:** Friday, 10:00 a.m.-8:00 p.m.; Saturday, 10:00 a.m.-6:00 p.m.

**RULES AND REGULATIONS:** The undersigned has read and understands the rules and regulations that are a part of this agreement.

**Signed EXHIBITOR CONTRACT MUST accompany this REGISTRATION FORM.**

**Payment in full must be received by September 9, 2017.**

**Signature:** \_\_\_\_\_

Position of signer: \_\_\_\_\_ Date: \_\_\_\_\_

**Please execute and return with payment. Make checks payable to: PMCCC**  
 Return to: PMCCC, 1522 N. Walker St., Princeton, WV 24740  
 Fax: (304) 425-0227

**SPONSORSHIP  
 OPPORTUNITIES**  
 See next page

After receipt of this form and contract at the chamber office, you will receive a confirmation via either **email or regular mail.**

**EXHIBIT BOOTH PRICES – Please indicate your choice and quantity\***

\*Double booths are 2 single booths of equal sizes side-by-side

| PACKAGE        | DESCRIPTION                                                                                             | PMCCC MEMBER PRICE        | NON - CHAMBER MEMBER PRICE                                    |
|----------------|---------------------------------------------------------------------------------------------------------|---------------------------|---------------------------------------------------------------|
| Standard Booth | 8 ft x 10 ft space, back-draped in black & silver, 1- 6 ft table skirted in berry pink, and 2 chairs    | * _____ \$335             | * _____ \$360                                                 |
| Deluxe Booth   | 10 ft x 10 ft space back-draped in black & silver, 1- 6 ft table skirted in berry pink, and 2 chairs    | * _____ \$385             | * _____ \$410                                                 |
| Crafters       | 10 ft x 10 ft space back-draped in black & silver. All Crafters booths are located on the second level. | _____ \$125<br>(Flat Fee) | _____ \$50 plus 15%<br>of your Gross Sales at<br>Women's Expo |

← **OR** →  
(Please choose one)

\_\_\_\_\_ **Yes, I would like to contribute an item for use as a Bingo prize!**

(Staff will come by your booth on Thursday Oct. 26 to pick up your item.)



## 10 Successful Exhibiting Tips

Many of you are exhibiting veterans and a few are first-timers, but it never hurts to get some time-proven advice about some things to do (and not to do) to get the most of your Expo times.

1. Long before the Expo, **plan a cool booth space**. Invest in your booth. What would make it approachable? What would make you stop? This planning and/or investment always pays off later. Many successful strategies include giveaways that collect emails, games, contests, videos, novelty or humor and many other ideas. **Be creative and have fun!**
2. Talk to those working your booth. They make a huge difference. The basics have to do with **positioning and attitude**. Don't sit down in the back of your booth. Do have an open booth that's easy to enter or engage. Don't be on the phone or working. People think it's rude to approach you as you're 'busy'. And most importantly, smile! People like to talk with happy people.
3. If you're not personally good at meeting people, **hire someone**. Don't take it personally. ☺ You get 3 seconds for a first expo impression.
4. Amazingly, nearly 60% of expo exhibitors do not have a pre-show **lead plan** in place as expo opens. Know the basics of potential client conversations and lead collection: 1) engage and chat, 2) qualify to see if they have a need for your services, 3) present what you have for them, 4) close by getting contact information, and tell them you will follow up with them.
5. In another amazing statistic, out of all exhibitors, nearly 75% of all leads collected at expos are not followed up on after the show. Take some time afterwards to **follow up** with any leads you received at the show.
6. **Promotional items** are good! Think about whether they will use it for a while or if it will just go to the kids.
7. If possible, **demonstrate your product**. People like to see it in action!
8. Dare to think up **something different**. Many visitors have been to a trade show before and they like to see diversity.
9. Some companies think of expos as an expense and attend to defend their turf from new competition. Others see trade shows as **investments**: These are the companies that end up building real relationships on the floor. Don't just buy space and expect miracles because that's like playing Russian roulette.
10. Promote your booth on **social media**. Let customers know that you are participating in the expo and tag the expo page or chamber in your post. You will get double the views and most people keep up with everything on social media these days.

**SPECIAL OFFER! Only for Women's Expo Exhibitors**

Sign up for a vendor space at **Princeton AutumnFest** at the same time you sign up for Women's Expo and receive a discount on your AutumnFest vendor space! Visit [www.pmccc.com/autumnfest](http://www.pmccc.com/autumnfest) for more information

**PRINCETON AUTUMNFEST 2017 - SATURDAY \* SEPTEMBER 30, 2017**

**VENDOR REGISTRATION FORM – ALL VENDORS**

**Please return this form with your Women's Expo form BEFORE September 9**

ORGANIZATION \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

CELL PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

(Food vendors please furnish **full list** of items you **intend** to serve)

**Please indicate type of Vendor and booth size:** \_\_\_\_\_ **General** \_\_\_\_\_ **Food**

\_\_\_\_\_ 10 x 10.... Women's Expo discount price: **\$25** (Regularly \$40)

\_\_\_\_\_ 10 x 20.... Women's Expo discount price: **\$50** (Regularly \$80)

**FOOD VENDORS:** Health Department rules require you to complete an "Application For Permit To Operate Food Establishment" and THEN TELEPHONE Carl Carter at the Mercer County Health Department. Forms are available by calling Carl Carter at the Health Department at (304) 324-8836

**DESCRIPTION OF BOOTH ITEMS:**

**ELECTRICITY ?**    **No**    **Yes** (Please Specify Requirements and Types of Electrical Equipment You Will Be Using)

(Please be specific in your electrical needs because electrical service is limited.)

All spaces are located **outdoors** on Mercer Street and no weather protection is provided.

There are a limited number of spaces and menu options available, so **only receipt of your payment will reserve your space and secure your dibs on food items.**

To take advantage of this discount, complete this application form and remit the correct dollar amount per space **ALONG WITH** your Women's Expo form (checks payable to PMCCC)

**Assumption of Liability: I understand that the Princeton-Mercer County Chamber of Commerce will not be responsible for loss, theft, or damage to any property.**

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

Amount enclosed \$ \_\_\_\_\_