



Business EXPO 2018 and Silent Auction

- Benefits of Participation**
- Advertise to Target Market
 - Create Brand Awareness
 - Promote Products & Services
 - B2B Trading & Networking
 - Increase Customer Database

Thursday April 26, 2018
 3-6 p.m.
 Saraland Civic Center
 716 Mae Street Saraland

The Saraland Area Chamber of Commerce invites you to participate in **Business EXPO** on April 26, 2018 from 3-6 pm. This networking event will take place at the Saraland Civic Center (716 Mae St.). We are thrilled to host this **FIRST EVER, MEMBER EXCLUSIVE** event! The business expo is an ideal way for exhibitors to promote their products and services, create brand awareness, establish business to business trading and networking, and increase customer database. It is also a unique way for the chamber to introduce its members to the public. We encourage all participants to add value to the attending consumer by offering discounts, door prizes, and/or giveaways. We anticipate a successful event. **SPACE IS LIMITED**– be sure to reserve your booth **TODAY!** To participate, please submit an application with payment **NO LATER THAN** Friday, April 20, 2018. Booth set up will be from **1:00- 2:30pm** on expo day, and break-down will begin at 6:00 p.m. Booths will be designated and marked for your convenience. Your EXPO booth includes one 6 foot table and two chairs. We suggest you bring scissors, tape, s hooks, straight pins, extension cords, dollies, or any item you may need to set up your booth. The Saraland Area Chamber of Commerce is not responsible for injuries, theft or accidents. No pornographic items or alcoholic beverages allowed to be sold or displayed. We reserve the right to deny participation.

If you would like to join in this exciting event and be a vendor, please call Shilo Miller at 675-4444 for any questions. Make checks payable to: SARALAND AREA CHAMBER OF COMMERCE and return to 939 Saraland Blvd S, Saraland AL 36571. **OR** you may register and pay online at www.saralandchamber.com.

Detach and return bottom portion with your check. Please print.

Company Name: _____
 Exhibit Contact Name: _____
 Address: _____
 Phone: _____ Email: _____

_____ \$100 CHAMBER MEMBER– 6’ table & 2 chairs
 _____ \$75 if Silent Auction item valued at least \$25 donated to the chamber for the event

Description of Silent Auction item: _____

Needs Electricity ****LIMITED AVAILABILITY. FIRST COME , FIRST SERVED.**** Does NOT Need Electricity



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The Do's of Trade Show Exhibiting

Following are 10 examples of things you should do while hosting a trade show exhibit:

- Prepare 3-6 engaging questions before the show
- Create the right first impression
- Encourage visitors to want to spend time with you
- Be friendly and non-threatening
- Build rapport
- Ask questions that stimulate thought and encourage conversation
- Ask open-ended questions - beginning with who, what, where, when, why or how
- Relate questions to the industry, product/service and its benefits, or to a specific situation
- Avoid trite questions, such as: "Can I help you?" ; "How are you doing today?"; "Are you enjoying the show?"
- Practice, practice, practice

The Don'ts of Trade Show Exhibiting

Following are 15 examples of things you should NEVER do while hosting a trade show exhibit

- Sit, read, smoke, eat or drink in the booth
- Ignore prospects by forming a cozy cluster and chatting with colleagues
- Use the (booth) telephone while visitors are around
- Leave the booth unattended or leave without informing colleagues
- Be late for booth duty
- Close off conversation by crossing your arms
- Stand with your back to the aisle
- Say "Can I help you?"
- Lean on booth furniture
- Drink alcohol or eat garlicky or spicy foods during the day
- Use inappropriate language, complain about the show or about being at the show
- Wear new shoes or high heels
- Badmouth your competitors
- Let the booth get cluttered, untidy, and unorganized. Be unprofessional



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Please help us to increase attendance by extending an invitation to your current customer database.