

EXHIBITOR PACKET

11th ANNUAL EXHIB-IT!



April 24, 2018 | **ROUNDTABLES 2:00-3:45PM**
MAIN EVENT 4:00-8:00PM
Isleta Resort & Casino

HOSTED & PRODUCED BY



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11th ANNUAL EXHIB-IT!



Dear Exhibitor,

Thank you for participating in the 11th Annual B2B Expo NM! We are looking forward to another successful event at Isleta Resort & Casino with over **125** amazing Exhibitors (that's you!) and more than 900 attendees. If you attended last year's event, you remember the great food and prizes, and of course, the great networking. This year's Expo promises to be another event to remember. Guests will include members of the business community and organizations that contribute to social and economic progress in Albuquerque and the surrounding metropolitan area. We also want to thank all of our Sponsors, because without them, this event wouldn't be possible.

Please read the enclosed information to assist you with the Expo. If you have any questions, please contact Karolyn at smarketing@exhib-it.com or 505.828.0574.

[2018 Expo Rules and Information](#)

EXHIB-IT!'s booth will be located inside the Ballroom area at Booth #57. We will also have support staff and Ambassador Volunteers throughout the entire exhibition area to help out the day of the event.

This guide contains the following information:

- Table Description (what your Exhibit Space includes)
- Exclusive B2B Exhibitor "Booth Camps"
- Exhibitor Move-In and Move-Out Instructions and Times
- Event Parking and Load-In Directions
- Special Restrictions and Liability
- Event Schedule
- Promotions and Additional Information

TABLE DESCRIPTION

Each space contains one skirted 6' table with two chairs (6x6 OR 6x8 spaces) or one skirted 8' table with 2 chairs (8x10 or larger spaces). Each Exhibit Space will have Black Pipe & Drape to separate the Exhibit Spaces with an 8" x 40" Company sign in the back of the Space. We encourage you to be creative in your display. If you'd like to order anything else for your booth space, we have displays, banner stands, podium counters, conference tables/chairs, literature stands, etc. to rent or purchase. **Please confirm by Tuesday April 17th any and all rental needs.** Please remember to bring the necessary supplies such as string, tape, lead cards, staplers, pens, free promotional giveaways, etc. The night before/the morning of the event during Load-In, you will be provided with your Exhibitor Name Badges. There will be NO REFUNDS on Exhibitor Spaces or RSVP's after February 1st.

ELECTRICAL

Electrical is available to ALL exhibitors. No changes to electrical or booth locations can be made after Friday, April 13, 2018. Exhibitors will have access to only ONE electrical outlet. *If your display needs more than one outlet, you will need to bring your own power-strip (this also applies to all Food Vendors).*

IF you do not need electrical at all, please confirm so we can save the fee we absorbed at no cost to you.

FOOD VENDORS

Contributing Food Sponsors will be provided with one electrical outlet and (2) skirted 8' tables (One in back as a prep table and one in front as a food vendor table for the attendees). We will not be providing any food service materials, such as hot plates, warmers, coolers, etc. Food Vendors are required to bring any necessary materials needed and a fire extinguisher if using heated elements.

SPECIAL WIFI OR INTERNET CONNECTION NEEDS

If you need to connect to Isleta's main internet (Ethernet) or any other special Wi-Fi needs, notify us by **Friday April 20th** to be put on the Isleta IT list.

B2B EXHIBITOR BOOTH CAMPS

Join us for an exclusive B2B Exhibitor training session! We'll walk you through the best trade show practices and answer your exhibiting questions. Make sure to RSVP* for one of the below sessions:

1. **Tuesday April 3rd**: 9:00-11:00AM at EXHIB-IT!
2. **Wednesday April 4th**: 4:00-6:00PM at EXHIB-IT!

* More Details to come closer to Booth Camp Dates

EXHIBITOR MOVE-IN AND MOVE-OUT

Load In is April 23rd between 4:00PM – 6:30PM **OR** April 24th between 10:00AM – 1PM ONLY. We will have representatives and Ambassador Volunteers to help direct you to your exhibit space, along with a large Floor Plan printed on an easel as you enter the Ballroom areas in case you forgot where your space is located. **All Exhibitors* (EXCEPT FOOD VENDORS) must be setup by 1:00PM on Tuesday April 24, 2018 since the Pre-event check in starts at 1:30PM. NOTE: We will not allow exhibitors to set up after 1PM on the 24th.**

FOOD SPONSORS set up in the Large Ballrooms, End Caps as assigned, from 2:00 – 3:30PM on April 24, 2018.

TAKE DOWN is 8:00 – 9:00PM after the B2B Expo is over on April 24th. Each Exhibitor is responsible for removing all trash associated within their Exhibit Space or will be charged a **\$50 fine**. If you rented a display from EXHIB-IT!, pack up the display and leave it in its case within your booth space. An EXHIB-IT! representative will be by to pick it up.

PARKING AND LOADING AREAS

Parking is **FREE** to all Exhibitors and Attendees. Exhibitors can park in the Open Parking Outdoor Areas on the South and West side of the Main Hotel Lobby Entrance area. You can find a map of the parking lot at <http://b2bexponm.com/for-exhibitors/#venue>. You can use the Main Hotel Lobby area or the Foyer Load in area to bring in your displays. If you have larger items, you can use the loading dock on the Back of the Hotel Building, **but we need to know by Friday April 20th to turn in your names to the Security Guards.**

SPECIAL RESTRICTIONS

Exhibitors must confine their activities to the space for which they have contracted, keeping all aisles clear. Exhibitors are encouraged to distribute samples, catalogs, pamphlets, souvenirs, etc. but must do so from within their booth spaces. Exhibitors are prohibited from using amplifying equipment of any kind, including music, without the permission of EXHIB-IT! If permission is granted, the use of such equipment must not interfere with adjacent exhibitors or other activities. Booths must be manned at all times during the Expo. Booth Take-Down starts at 8:00PM, no sooner. All matters and questions not covered by these regulations are subject to the decision of EXHIB-IT!

LIABILITY

EXHIB-IT! and Isleta Resort & Casino will not be liable for any loss or damage to the property of exhibitors or their employees due to fire, robbery, accidents, or any cause whatsoever that may arise from use or occupancy of the provided space or building. The exhibitors agree to indemnify and hold harmless EXHIB-IT! against any and all liability from damage to property or personal injury to the exhibitors, its agents, representatives, employees or any other such persons.

EVENT SCHEDULE

PRE-EVENT AGENDA (FOR SPONSORS & ROUNDTABLE SPEAKERS ONLY)

7:00 – 9:00PM B2B Expo Pre-Party in the VIP Concierge Suite (Room #620)

PRE-EVENT ROUNDTABLE AGENDA

TIME	ACTIVITY
2:00 – 2:45PM	Roundtable Session 1
3:00 – 3:45PM	Roundtable Session 2

MAIN EVENT AGENDA

TIME	ACTIVITY
4:00 – 8:00PM	Strategic Networking and Exhibition Hall Access
6:30PM	Best Local Brand Contest Ends
6:45PM	Best Local Brand Award Winners Announced
8:00PM	Event Over and Exhibitor Take-Down Begins

BEFORE AND AFTER TIPS/TRICKS FOR A SUCCESSFUL SHOW

BEFORE

- Mention your Expo appearance in your marketing BEFORE the event
- Attend one of the B2B Exhibitor Booth Camps
- Invite your existing customers to the B2B
- Promote the B2B at your business with the flyers/postcards we can provide
- Purchase promotional items with your company logo to hand out at the B2B
- Share your Booth space in your Newsletters and on Social Media, tagging @b2bexponm and using #b2bexponm
- Provide news releases to the media

RECOMMENDATIONS FOR A SUCCESSFUL BOOTH

- Introduce and promote your latest product or service
- Make sure your staff is familiar with your products/services and the displayed literature or promotional items
- Be prepared to demonstrate your product or service
- Distribute promotional items during the event
- Offer discounts to B2B Expo attendees
- Stand up and Greet visitors!
- Wear comfortable shoes!
- Place your table at the back or side of your space to invite prospects into your booth

AFTER

- Follow up with prospects and customers with phone calls or thank you emails/letters as soon as possible
- Analyze your metrics to see where you did great and how you can improve for your next show
- Do a recap of your time at the B2B for all your customers or prospects that couldn't make the event

Thank you for your participation and we wish you a successful and fun-filled event. If you have any questions, please contact Karolyn at 505.999.1877 or visit our website for the event here www.b2bexponm.com.