

# EXHIBITOR PACKET

12th ANNUAL EXHIB-IT!



**April 23, 2019** | **ROUNDTABLES 2:00-3:45PM**  
**MAIN EVENT 4:00-8:00PM**  
**Isleta Resort & Casino**

HOSTED & PRODUCED BY



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Dear Exhibitor,

Thank you for participating in the 12<sup>th</sup> Annual B2B Expo NM! We are looking forward to another successful event at Isleta Resort & Casino with over **139** 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 Show Management at [events@b2bexponm.com](mailto:events@b2bexponm.com) or 505.828.0574.

### **2019 Expo Rules and Information**

EXHIB-IT!'s booth will be located inside the Ballroom area at Booth #60. 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. **Rentals must be reserved by Tuesday April 16<sup>th</sup>. We recommend purchasing new displays at least one month before the event.** Remember to bring the necessary supplies such as string, tape, lead cards, staplers, pens, free promotional giveaways, etc. Exhibitor Name Badges will be administered during Move-In at the Registration desk. There will be NO REFUNDS on Exhibitor Spaces or RSVP's after February 1<sup>st</sup>.

### ELECTRICAL

Electrical is available to ALL exhibitors. No changes to electrical or booth locations can be made after Friday, April 12, 2019. 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. Food vendors are required to have any applicable food handler certificates required by law and Isleta Resort & Casino.

### 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 19<sup>th</sup>** to be put on the Isleta IT list. Additional fees apply for special internet needs. Free public Wi-Fi is provided by Isleta.

## 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 the session below before it fills up. \* More Details to come closer to Event Date

## EXHIBITOR MOVE-IN AND MOVE-OUT

Load In is April 22<sup>nd</sup> between 4:00PM – 6:30PM **OR** April 23<sup>rd</sup> 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 23<sup>rd</sup>, 2018, no exceptions. We will not allow exhibitors to set up after 1PM on the 23<sup>rd</sup>, and no refunds will be given!**

**FOOD SPONSORS** set up in the Large Ballrooms, End Caps as assigned, from 2:00 – 3:30PM on April 23<sup>rd</sup>, 2018.

**TAKE DOWN** is 8:00 – 9:00PM after the B2B Expo is over on April 23<sup>rd</sup>. 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 19<sup>th</sup> 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! Booth spaces may not be shared! You may only exhibit under the name that your booth is registered under, and may only advertise the branding of that name.

# 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. We highly recommend that you DO NOT leave valuables unattended in the exhibit hall before, during and/or after the event.

# 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 – 2:45 PM	Roundtable Session 1
3:00 – 3:45 PM	Roundtable Session 2

## MAIN EVENT AGENDA

TIME	ACTIVITY
4:00 PM	Strategic Networking and Exhibition Hall Access
7:00 PM	“Best Local Brand” Award Winners Announced ( <a href="#">see details</a> )
8:00 PM	Show Ends

# 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 Leticia at [events@b2bexponm.com](mailto:events@b2bexponm.com) or 505.828.0574 or visit our website for the event here [www.b2bexponm.com](http://www.b2bexponm.com).