

EXHIBITOR PACKET

13TH ANNUAL EXHIB-IT!



BUSINESS & CONSUMER
E X P O

APRIL 28, 2020 | **PRE-EVENT: 1:00PM – 3:00PM**
EXPO: 3:00PM – 8:00PM

EMBASSY SUITES BY HILTON

Thank You Diamond Sponsors!



Dear Exhibitor,

Thank you for participating in the 13th Annual B2B Expo NM! We are looking forward to another successful event at Embassy Suites by Hilton with over **110** amazing Exhibitors (that's you!) and over than 800 attendees. We made some big changes this year and are so excited to share them with you. 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.

SHOW MANAGEMENT

Please read the enclosed information to assist you with the Expo. If you have any questions, please contact Show Management at events@b2bexponm.com or 505.828.0574.

EXHIB-IT!'s booth will be located in the Reception area at Booth #105. 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:

- **NEW IN 2020**
- Crucial Dates and Timelines
- Booth Description
- Exhibitor Booth Camps
- Move In and Move Out Details
- Tips & Tricks for A Successful Show
- Expo Code of Conduct
- Liability
- Thank you!

NEW IN 2020

- **NEW Location** – Embassy Suites by Hilton located at 1000 Woodward Place NE, Albuquerque, NM 87102.
- **NEW Times** – We have extended the Expo 1 hour with the Pre-Event from 1:00PM – 3:00PM and the Expo from 3:00PM – 8:00PM.
- **NEW VIP Exhibitor and Sponsor Reception** – Network with the decision makers, without the pressure of exhibiting. Open to exhibitors and sponsors only on April 27 from 6:00PM – 8:00PM at Embassy Suites.
- **NEW ProTalks** – We’re changing our Pre-Event to a “TED” style forum. ProTalks will feature dynamic local best practice leaders speaking on hot topics that affect New Mexico businesses.

CRUCIAL DATES AND TIMELINES

BEFORE THE B2B EXPO

Make the most out of the Expo!

MARCH 24TH 4:00PM – 6:00PM	Booth Camp At the EXHIB-IT! Showroom
APRIL 27TH 6:00PM – 8:00PM	VIP Exhibitor and Sponsor Reception At Embassy Suites by Hilton

MOVE IN

Details on page 6

APRIL 27TH 3:00PM – 6:00PM	EXHIBITOR MOVE IN DAY 1
APRIL 28TH 10:00AM – 1:00PM	EXHIBITOR MOVE IN DAY 2
APRIL 28TH 1:00PM – 3:00PM	FOOD VENDORS ONLY MOVE IN

APRIL 28TH PRE-EVENT PROTALKS

Exhibitors can upgrade their Expo-Only Passes to All-Access Passes for \$10! Contact Show Management to do so.

1:00PM – 3:00PM	PROTALKS EXPERIENCE IN SUCCESS see details
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APRIL 28TH MAIN EVENT

3:00PM	EXPO OPENS! Live Voting for Best Local Brand Award Tastings and Live Voting for Best Local Brewery Award
6:30PM	Live Voting ENDS for all Awards
7:00PM	Best Local Brewery Award Winners Announced
7:15PM	Best Local Brand Award Winners Announced
7:30PM	Door Prizes (must be present to win)

MOVE OUT

Details on page 6

APRIL 28 TH 8:00PM – 9:00PM	MOVE OUT ALL BELONGINGS AND TRASH MUST BE REMOVED BY 9:00PM
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BOOTH DESCRIPTION

Each space contains:

- One skirted table (6' for 6x6 and 6x8 spaces, 8' for 8x10 and larger spaces)
- Two chairs
- Black Pipe & Drape backwall
- Black Pipe & Drape side walls
- 8" x 40" Company Sign
- One Electrical Outlet

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 14th.**

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 Check-In at the Registration desk.

ELECTRIC

Electrical is available to ALL exhibitors. No changes to electrical or booth locations can be made after **Tuesday, April 14th**. 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 Embassy Suites by Hilton.

SPECIAL WIFI OR INTERNET CONNECTION NEEDS

If you have any special WIFI or Internet needs (Ethernet), notify us by **Tuesday, April 14th**. Additional fees apply from the Internet Contractor.

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 all of your exhibiting questions. *Space is limited, so RSVP with Show Management to reserve your spot!* **Booth Camp is Tuesday, March 24th from 4:00PM – 6:00PM at the EXHIB-IT! Showroom, 6207 Pan American Fwy NE, Albuquerque, NM 87109.**

MOVE IN AND MOVE OUT DETAILS

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 other than Food Vendors must adhere to the Move-In and Move-Out schedules below.

MOVE IN – EXHIBITORS AND SPONSORS

Monday, April 27, 3:00PM – 6:00PM

Tuesday, April 28, 10:00AM – 1:00PM – **All exhibits must be fully set up by 1:00PM**

We do not recommend leaving valuables in your booth space overnight.

MOVE IN - FOOD VENDORS ONLY

Tuesday, April 28, 1:00PM – 3:00PM

MOVE OUT

Tuesday, April 28, 8:00PM – 9:00PM

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. There is parking available in the North, South and West parking lots, and overflow parking in the dirt North Lot. 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 **Tuesday, April 14th** to turn in your name to Security.

TIPS & TRICKS FOR A SUCCESSFUL SHOW

BEFORE

- Market your Expo participation BEFORE the event to drive attendance at your booth
- Attend the B2B Exhibitor Booth Camp
- Invite your existing customers to the B2B Expo
- Promote the B2B Expo at your business with the flyers/postcards we can provide
- Purchase promotional items with your company logo to hand out at the B2B Expo
- 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 Expo for all your customers or prospects who couldn't make the event

EXPO CODE OF CONDUCT

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 written permission from Show Management. 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.

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.

Exhibitors are encouraged to network with attendees and discuss mutual business interests. However, attendees may not hard-sell to exhibitors.

All matters and questions not covered by these regulations are subject to the decision of Show Management.

LIABILITY

EXHIB-IT!, Embassy Suites by Hilton, and all other event Sub-Contractors 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, building, or equipment. 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.

THANK YOU

Thank you for your participation and we wish you a successful and fun-filled event. If you have any questions, please contact Show Management at events@b2bexponm.com or 505.828.0574 or visit www.b2bexponm.com.