



Greater Topeka Partnership

BUSINESS EXPO

TUESDAY, NOV 3, 2020

STORMONT VAIL EVENTS CENTER | 1 EXPOCENTRE DR

LUNCHEON | 11:30 A.M. - 1 P.M.

EXPO | 1 - 4:30 P.M. *(open to public)*

BUSINESS UNWIND | 4:30 - 6:30 P.M.

EXHIBITOR & LUNCHEON REGISTRATION AT

topekapartnership.com/events/annual-business-expo/

BE AN EXHIBITOR!



MORE FOR YOUR BUSINESS

By participating in the **Greater Topeka Partnership Business Expo** you can show what your company has to offer and learn what your peers in the marketplace can provide to benefit your business.

Special Events

- Luncheon - Reservations \$40 each
Please note: Lunch is NOT included with booth reservation
- Special Business Unwind - 4:30 - 6:30 p.m. for Partnership members and their guests. Beverages and hors d'oeuvres provided. There will be special door prizes at this event.
(Plan to have one or two people available to staff your booth during the social)

You Receive

- 24-hour exhibit hall security
- One 10' wide x 8' deep display table and two chairs

Eligibility

- Booths will be assigned on a first-come, first-served basis upon receipt of contract, booth rental fee and electrical outlet fee (if applicable)
- **One outlet per booth**

Promotion

- Promotion of the Business Expo in Top Mag., at Partnership events, and in Partnership mailings
- Media campaign week of event

Booth Prices

Size	Member Early Bird Fee (through Sep. 4)	Member Fee (after Sep. 4)	Non-Member Fee (any time)
10' wide x 8' deep	\$500	\$600	\$800
20' wide x 8' deep	\$850	\$950	\$1,400
Nonprofit: 10' wide x 8' deep	\$350	\$400	\$700
Small Business	\$250	\$300	\$350

The Small Business booth option is for businesses with 10 or less full time employees. There is a limited number of spaces available, therefore will be first come first serve.

Exhibitor Schedule

- **Move-In: Tuesday, Nov 3,** 8 a.m.–noon. Exhibits must be ready by noon
- **Move-Out: Tuesday, Nov 3,** 6:30–8 p.m. **No move-out before 6:30 p.m.**

*Please remove all exhibitor property from the Stormont Vail Events Center by 8 p.m. on Tuesday, November 3rd.

EXHIBITORS WILL BE FINED \$50 FOR EARLY MOVE-OUT.

- Please remove all exhibitor property from the Stormont Vail Events Center by 8 p.m. on Tuesday, Nov. 3. Any remaining property will be removed from the premises by the Stormont Vail Events Center. Expenses incurred in moving property will be charged to the exhibitor.

Door Prizes

- This year door prizes will be given out by the Partnership with a minimum of two in the afternoon and two during Business Unwind. Please consider supporting the door prizes as a sponsor for \$100 on the contract. Exhibitors are still able to provide drawings in their booths but the winners will not be announced during the Expo.

Booth Awards

- Seven (7) exhibitor awards will be presented: Best First-Time Exhibitor, Most Interactive, Most Informative, Most Creative, Friendliest Booth, Best Product Demo/Technology and Best of Show.

Expo Manager

- **Stephanie Wilhelm,** Greater Topeka Partnership
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TIME TO UNWIND



Kick off your heels, untie that tie and relax. It's time to UNWIND immediately following the Business Expo.

BUSINESS UNWIND

A black silhouette of a necktie, positioned at the end of the word "UNWIND" in the "BUSINESS UNWIND" graphic, as if it is being pulled out from the end of the word.

Doors to the Expo will close to the public at 4:30 p.m. Drinks and hors d'oeuvres will be served to Partnership members and their guests. Mingle, chat and have fun after a productive day at the 2020 Business Expo.

RULES & REGULATIONS



- 1. ASSIGNING BOOTHS:** Booths will be assigned on the basis of size requested with priority determined by timeliness of request, type of display and discretion of the Business Expo Manager. Final assignment is made by the Business Expo Manager, and once assigned, no exhibit may be moved except by mutual consent of all parties. The Business Expo Manager reserves the right to change or alter space assignments, floor plans and show conditions without notice and for the best interests of the show.
- 2. PRICING:** Booths are priced according to size and floor location.
- 3. PAYMENT:** Full payment must be made by Oct. 27, 2020. The Early Bird Payment Schedule is available through Sept. 4, 2020. Payment, less five (5) percent, is refundable until Sept. 4, 2020. Exhibitors will not be guaranteed inclusion in event promotion unless payment and contract are received on or before Oct. 16, 2020.
- 4. EXPO HOURS:** The Expo will be open to the public from 1 - 4 p.m. the day of the event. We ask exhibitors to be ready by 11 a.m. to allow for exhibitors to come to the luncheon at 11:30 a.m. The Expo closes to the public at 4 p.m. and then will remain open to Partnership members and their guests only for the Business Unwind networking social from 4:30 - 6 p.m.
- 5. LOADING AND UNLOADING:** Exhibitors can unload through the SW and NW overhead doors. Please be patient as this area could become congested. Smaller loads can be brought in through the front or east side doors.

MOVE IN: Tuesday, Nov. 3, 8 a.m. – Noon
MOVE OUT: Tuesday, Nov. 3, 6:30 – 8 p.m.

If you choose to leave any part of your exhibit overnight, Stormont Vail Event Center staff will remove your property and any expenses incurred for this removal will be charged to you. It is strongly advised that you remove all of your property Tuesday, Nov. 3, immediately following the Business Unwind networking social.

➡ **PLEASE, ABSOLUTELY NO MOVE-OUT BEFORE 6:30 P.M.!** ⬅

- 6. BOOTH CONSTRUCTION:** Custom booth displays are encouraged. They will make a definite impression and allow you to display your product more effectively. Custom booths are to be built four inches (4") smaller than the contracted space on all sides. Side walls may carry the background height out to within two feet (2') of front line of booth. The front two feet (2') of the space must not have equipment or display material in it over forty-two inches (42") high. If it is not possible to have a custom booth, each exhibitor will be given the option of using standard booth equipment, which will be furnished by the Business Expo Management. We have contracted with Cytek Media Systems to furnish booth equipment with eight-foot (8') high-back panels and drapes and two chairs. Any portion of the exhibit, including the back or side of a custom-built display that is exposed to the adjacent booth or to the public, must be finished with appropriate material. Otherwise, the Business Expo Manager will finish the display and charge the exhibitor accordingly. Any exceptions to the above must be approved by the Business Expo Manager.
- 7. CHARACTER OF THE EXHIBITS/SAMPLE SIZE FOOD:** Each exhibitor agrees to display ONLY products or services that are sold by him/her during the regular course of business. Bite-size sampling of food items is allowable at the exhibits. Beverage sampling is to be no more than four (4) ounces. The Business Expo Manager reserves the right to reject any exhibit, or part thereof, that is not in keeping with the character or spirit of this rule. No helium balloons allowed. Glitter or confetti of any sort is not allowed. Animals are permitted in the building only with prior approval of the Business Expo Manager. With prior approval and space permitting, vehicles meeting certain criteria could be displayed with the Business Expo Manager's approval at least 2 weeks in advance of the event.
- 8. ELECTRICAL:** If you require electricity, please notify the Business Expo Manager before the show as electric service is not available to all booths. Failure to notify the Business Expo Manager may keep you from having electric service at your booth. The fee for electrical hookup is \$40 per outlet for each 110 volts and \$50 per outlet for each 220 volts, payable at the time of the reservation.

9. **FIRE AND SAFETY:** Exhibitors will comply with all laws of the United States and the State of Kansas, all City of Topeka ordinances, Shawnee County resolutions, and all lawful orders of law enforcement, health and fire departments. Exhibitors will obtain and pay for all necessary permits and licenses. Exhibitors will neither do, nor suffer to be done, anything on said premises during the Expo in violation of such laws, ordinances, resolutions, rules or orders.
10. **DAMAGE:** Exhibitors will be billed for any damage to the Stormont Vail Events Center. Nothing shall be taped, painted, bolted, latched, screwed or otherwise attached to columns, walls, floors or other parts of the building. Rubber-wheeled dollies must be used to prevent damage. No sand or aggregate can be used without a barrier being first placed on the floor.
11. **SOUND CONTROL:** Loud speakers, radios, television sets or the operation of any machinery or equipment that is of sufficient volume as to be annoying to neighboring exhibitors will not be permitted. Public address systems used to attract the attention of people passing in front of the booth will not be permitted.
12. **SELLING OF PRODUCTS IN THE BOOTH:** Retail selling of products over the counter on a carryout basis is allowed. Retail selling of individual servings of goods or items is not allowed.
13. **CARE OF EXHIBIT SPACE:** The Stormont Vail Events Center will assume responsibility for cleaning the aisles, but exhibitors must, at their own expense, keep their spaces clean and in good condition throughout the Expo.
14. **SUBLETTING SPACE:** *No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to him/her, nor exhibit therein any other goods, apparatus, services, advertising signs, etc., then those manufactured or sold by the exhibitor in the regular course of business without the written consent of the Business Expo Manager.*
15. **DISTRIBUTION OF LITERATURE AND SOUVENIRS:** Printed advertising, souvenirs, etc., may be distributed by exhibitors, but only in a manner that does not impede the other exhibitors and our Expo guests. Any souvenir or advertising that is of an objectionable or undignified character will not be permitted. Exhibitors must confine their physical booth presence to within the limits of their own booth, as described in item #6.
16. **UNOCCUPIED SPACE:** If the exhibitor fails to occupy space contracted for, or fails to comply in any other respect with the terms of this agreement, the Business Expo Manager shall have the right to rent such space to any other applicant without releasing the exhibitor from paying the sum agreed upon in this contract.
17. **EXHIBITOR PACKETS:** At move-in, each exhibitor will receive an exhibitor packet containing a show diagram map, a show information sheet and a move out sheet.
18. **LIABILITY:** Neither the Greater Topeka Partnership, the employees thereof, the City of Topeka, ownership of the Stormont Vail Events Center, nor their representative, the management, nor any member of the Business Expo committee, will be responsible for injury, loss or damage that may occur to the exhibitor, or to the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit. The contract expressly releases the foregoing named association, individuals, committee and firm from any and all claims for such loss, damage or injury. Security will be provided by the Stormont Vail Events Center. If insurance is desired, it must be secured by the exhibitor. It is recommended that each exhibitor have public liability insurance to protect against possible claims arising out of operation of the exhibit. The Stormont Vail Events Center assumes no responsibility whatsoever for any property placed in said premise by exhibitor, exhibitor's agents or others related to this event. Exhibitor discharges the Stormont Vail Events Center from any and all liability for any loss, injury or damage to persons or property that may be sustained by reason of the use or occupancy of said premises or any part thereof under this permit.
19. **BUSINESS EXPO MANAGEMENT:** A Show Management booth will be set up in the lobby of the Stormont Vail Events Center and officials will be on hand to answer your questions.

SHOW DATE: Tuesday, Nov. 3, 2020

BUSINESS EXPO MANAGER: Stephanie Wilhelm, 785.215.8765

Stephanie.Wilhelm@TopekaPartnership.com



PLAN FOR A GREAT EXPO!

The Business Expo offers excellent exposure for your company. Here are some tips to help you maximize your involvement, make an impression and ensure the value of your investment.



PRE-EXPO PREP

- Invite your clients, prospects and friends to attend.
- Plan your exhibit to show off products and use your space well. Can attendees easily see your products and speak with you? A table across the front of your booth may become a barrier.
- See how many contacts you can make each hour and how many business cards you can collect.

AT THE EXPO

- Arrive early for booth duty and stash your personal belongings out of sight.
- Review your goals.
- Avoid eating, drinking, chewing gum and sitting down while you are working.
- Remind yourself that your company has invested in this space to sell and/or get sales leads. Everything you do should ensure you are achieving these goals.

BODY LANGUAGE

- Smile! It's your best asset at the Expo!
- Make eye contact.
- Remain on your feet at all times and try to stand in one place. Don't pace.
- Get in front of your booth to help show off your products or services.
- Wear a nametag.

QUALIFYING PROSPECTS

- When someone shows interest, start with a question beginning with "who," "what," "why" or "where." This gets the person to respond with a statement rather than a "yes" or "no." Open with, "Thanks for coming. What prompted your interest in our product?" Demonstrate the product if possible.
- After visiting with a prospect, ask for a business card or the person's name, company and phone number.

AFTER THE EXPO

- Make sure to follow up with the leads or prospects developed during the Expo. This should be done promptly to make the most of your time spent at the Expo! It might be as simple as a postcard or an email saying thanks for stopping by.

DOOR PRIZES

We will draw for door prizes at 3:45 p.m. for the public attendees and then again at 5:15 p.m. for Business Unwind networking social attendees.

If you are interested in becoming a \$100 door prize sponsor with name recognition, contact Rosa Cavazos at Rosa.Cavazos@TopekaPartnership.com or at 785.234.1030.