

5th Annual Business Expo & Fun Day

Presented by Lebanon Area Chamber of Commerce / Local Makes Sense

Saturday, September 17, 2016

Cowan Civic Center – Exhibition Hall

Name of Business _____

Type of Business _____

Contact Name/Title _____

Address _____

City _____

Phone _____ Fax _____

Email _____

Product/Service to be exhibited _____

I will be providing the following give away at my booth during the event _____

Electricity Needed? ____yes ____ no (Please provide your own 25 foot power cord and power strip)

Booth spaces are 16 ft. x 10 ft **or** 10 ft. x 10 ft. (Please circle your preference)

Number of additional booths requested (if available) _____

Sales Tax Id number (if applicable) _____

Signature X _____

- **Entry forms must be turned in by September 7, 2016.** Please return this form to the Lebanon Area Chamber of Commerce by mail: PO Box 505, Lebanon, MO 65536 or stop by our office at 186 North Adams Ave, Lebanon, MO.
- **Cancellation deadline is September 9, 2016.** If cancellation occurs after September 9 a \$100 fee will be charged.
- Exhibitors must be a member in good standing of the Lebanon Area Chamber of Commerce in order to exhibit. If you are a non-member or need further information regarding Business Expo & Fun Day 2016, please contact the Chamber at 417-588-3256 or e-mail darrell@lebanonmissouri.com.

Business Expo & Fun Day 2016

Pre-Event Set Up

(Thursday by request only)

Friday, September 16th 8:00am-6:00pm

Saturday, September 17th 7:00am-8:30am

***No vehicles will be allowed INSIDE the building on Saturday morning during set up.
No exceptions.**

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Event Day

September 17th 9:00am-2:00pm

***All booths must remain in place and open to the public until 2:00pm. All equipment and booth items must be removed by 5:00pm Saturday.**

Helpful Information

- *1 table and 2 chairs will be provided for each booth. Extra are available upon request. Vendors need to provide their own table coverings. Tables provided are 8 feet in length.*
- *Electric is available. Each booth must provide a 25 feet power cord and power strip if they require power.*
- *Wireless internet access is available.*
- *If you plan to have retail sales transactions please provide sales tax number on the form so the Civic Center can respond to Missouri Department of Revenue accordingly.*
- *Food vendors must provide a Certificate of Liability naming the City of Lebanon and the Chamber of Commerce as additional insured for this event.*
- *A hospitality room will be available. Coffee & Donuts will be provided for all exhibitors.*
- *More information will be available in the weeks ahead. Please watch your "Chamber Today" e-newsletter regarding **Business Expo & Fun Day 2016.***

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Helpful Hints

1. Advertise the event via your normal resources. (e-mail, facebook, website, media) Let everyone know about the Expo and your involvement. **BE CREATIVE!**
2. Your Booth: Bring signage, display your logo, show your mission statement, have available what products & services you offer. Keep your booth open for potential customers to have interaction with you and your staff. How about offering a “Show Special” to other businesses and/or the public?
3. Make a positive first impression! You have sixty seconds or less to grab the attention of those going by your booth.
4. Bring plenty of business cards, flyers, pens, etc. Get potential customers involved. Don't sit behind your booth table. Engage with and talk to your visitors. Remember the 80/20 rule... Do 80% of the listening and only 20% of the talking.
5. Obtain information from visitors at your booth so you can send a follow up thank you card or e-mail which can bring a visit and a sale to your business.
6. This is a great opportunity to get acquainted with other businesses! B2B (business to business) marketing has the potential to have a huge impact for your business but often goes overlooked.

While it is hard to forecast the public participation, last year's attendance was nearly 4,000 people. And, remember Business-to-Business marketing... over 100 booths will participate.