

Move In /Move Out Instructions

2011 San Mateo County Business Expo

Wednesday, September 28th

Fiesta Hall

San Mateo County Expo Center
1346 Saratoga Ave., San Mateo, CA

SET UP:

1. Please arrive for set up between 5:00pm-8:00 pm on Tuesday, September 27th (Food/Refreshments will be provided) or alternatively between 9am-3:30pm on Wednesday September 28th (**any booth not completely set-up by 4:15pm will be forfeited**). An Exhibitor Reception with food/drinks will be open from 3:30pm-4:15pm.
2. Enter through “H” Gate, follow to gate D.
3. You can unload your vehicle at the roll-up door, located on the east side of the Fiesta Hall, then proceed to the East Parking lot to park your vehicle.



Each booth is 10' X 10' complete with pipe & drape----3' on the sides, 8' back drop. You will be provided with an 8' lined covered tablecloth. Banners must be hung with “S” hooks (“S” hooks will be provided).

TEAR DOWN:

1. Once the public is off the grounds (approximately 7:30 p.m.), you may bring your vehicle back to the roll-up door to tear down and load up your booth. PLEASE NOTE
– **ALL BOOTHS MUST BE EMPTY BY 10:00 PM.** –
THE FIESTA HALL WILL BE USED FOR ANOTHER EVENT THE NEXT DAY.
2. Exhibitor vehicles are allowed on the grounds from 8:00 a.m.-10:00 p.m. the day of the Expo, and must remain in the designated parking lot until after the Expo has ended.

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QUESTIONS? PLEASE CONTACT:

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Tips For A Successful Expo Experience

1. Be friendly and invite attendees to visit your booth

- Stand and greet attendees in front of your booth
- Smile and make eye contact with attendees from all directions. A simple “hello” can go a long way.
- Use a 10 foot rule. Try to acknowledge attendees that come within 10 feet of your booth
- Be mindful of others in your booth and near your space
- Thank attendees for visiting your booth
- Remember about non-verbal communication. People won’t come in if your body language says “go away”
- Focus on the attendee for maximum results

2. Ensure that your booth is properly staffed:

With close to 1000 attendees, you may be tied up with an Expo attendee that has dozens of questions about your product, services, and/or company. The attendee that has a simple question like, “How much for your services?” or “How do I sign up?” may simply walk away and not return

- Ensure that you have enough booth staff to cover the entire event.
In the past, the Chamber booth has gotten several leads from 7:15pm-7:30pm of the Expo.
- Make sure you have enough staff to keep up the integrity of your booth without taking time away from spending time with potential clients.

3. Script:

Everyone should be able to have the expertise to answer questions.
Your reps should be able to answer questions or understand where to obtain more information.

4. Dress Code:

Please remember that for many of our attendees, this is their first impression of your company.
People have to buy “you” before they buy your product or services.

5. Booth Set-Up and Maintenance:

- Your space should reflect how you run your business. Clean, effective, professional, and competent.
- Ensure that you have enough of and the correct marketing collateral. If you are promoting a new product or service, you should have the correct marketing material to for attendees to walk away with.
- Remember, “you never get a second chance to make a first impression.”
- Consider bringing a take away with your business name on it for name recognition.

6. Define objectives for participating in the Expo.

- Some questions you should ask yourself:
- Am I promoting a new product?
 - Am I creating brand awareness for my products or services?
 - Does the business community know about my services?

7. Allocate enough time to set up your booth: Please note allocated set-up times.

REMEMBER: Don’t be afraid to close business on the night of the Expo