

Welcome to EXPO 2010

You are officially confirmed as an Expo 2010 exhibitor!

As a past exhibitor, or as a 'new' exhibitor, we are looking forward to another successful event this year. As we get closer to the 'Big Day' we can feel the excitement building towards one of the greatest family events in our area. And YOU are a major part of that excitement!

There are some items included in this package for you, our exhibitor, to make your planning and preparation as easy as possible. For example:

- **The NEW Exhibitor Oasis meal tickets**
- **Schedule of events**
- **Check list of things to bring or remember**
- **Guidelines for Exhibitors**
- **Exhibitor parking instructions and map**
- **Special Thank you to our sponsors and partners**

All of the proceeds generated from the EXPO go directly to the MABA Scholarship Fund. This fund is distributed equally to the three high schools in our area, Haslett, Okemos, & Meridian. Since 1999, we have donated over \$85,000 to our graduation seniors. This year, with your help, the scholarships will help them continue their education through trade schools, apprenticeships, tech schools, business college, junior college, or universities.

We want to take this opportunity to THANK YOU in advance for your continued support of the Meridian Area Business Association (MABA) and more importantly, for your support of the community in which we all live, learn, and trade.

DO BUSINESS WITH A MABA MEMBER!!

Malinda J. Barr
Chair Expo 2010
517-339-3939

EXPO Exhibitor Check List

These items will NOT be provided at set up or on EXPO DAY!!
Here are 13 things exhibitors always forget on EXPO DAY!!
Please plan ahead to insure a successful EXPO DAY!!

- TAPE: duct, masking, or scotch
- SCISSORS
- ROPE: string, twine, wire, fasteners
- MARKERS: pens, pencils, or other writing utensils
- PAPER: legal pad, cardboard
- REGISTRATION FORMS (for a “register to win” at your booth)
- CONTAINER FOR A DRAWING (for “register to win” at your booth)
- EXTRA CHAIRS (one is providing)
- PAPER TOWEL: tissue, napkins, clean up supplies
- NAME TAGS
- BASIC FIRST AID
- HAND OUTS: coupons, menus, brochures, company info
- EXTRA BUSINESS CARDS

*Another hint for all ‘first timers’ as well as veterans, make a checklist before you begin packing. This will help make sure you bring EVERYTHING you may need the first trip!!

Expo 2010 Guidelines

*Check in must be completed
between 4pm - 8pm on
Friday night March 19, 2010*

1. **FOOD BOOTH SET UP:** Food is the only product to be set up on Saturday morning, which must be set up by 9:00am. However, food booths must also be set up (without the food) on Friday night.
2. **SELLING PRODUCT:** Exhibitors are encouraged to sell products and services in any of the areas. Also be prepared to take orders and set appointments.
3. **VOLUNTEER SERVICE:** Student volunteers will be available to help you load, set up, tear down, and unload. Your booth must be attended at all times so when you need a break there will be volunteers available to stand in for you. A volunteer coordinator and/or a MABA volunteer will be checking in with you throughout the day.
4. **BOOTH TEAR DOWN:** PLEASE do not begin booth tear down until 3pm on event day. We will still have guests at that time and our "hours of operation" are posted and advertised as a 3pm closing time. Tear down must be completed by 5pm Saturday March 20, 2010. We are not responsible for any products or merchandise not removed by 5pm.
5. **ELECTRICITY:** If you require electricity for your booth, it MUST be specified on your application in advance. There is **NO event day** electricity hook up, as the cords are run under the carpet for safety and convenience purposes.
6. **PARKING:** Exhibitors are asked to park in the designated parking areas, other than the main parking lot at the high school. There is shuttle service for exhibitors starting at 7:45am and will run until 4pm on event day. See the map included for designated exhibitor parking.
7. **# OF VISITORS:** Be prepared for between 4000-5000 smiley faced guests and @ 150 exhibitors visiting your booth. So be sure you put your best foot forward by providing brochures, coupons, flyers, menus, etc. Proudly display your best products and or services and invite them to experience your best customer service.
8. **HAVE SOME FUN:** We are all about having FUN, so meet your neighbors next to, across from, behind and in front of you. Let's make this a great experience for EVERYONE!!
9. **EXHIBITOR OASIS:** Each exhibitor lunch is \$5 and can be ordered on the form enclosed. Please send money at the same time as the order form. Lunch tickets will be available at the Welcome center starting at 4pm Friday March 20.
10. **EXHIBITOR NAME TAGS:** Exhibitor name tags will not be provided this year. You are encouraged to provide your own name tag for the workers in your booth.

Exhibitor Schedule of Events

Friday March 12, 2010

7:15am-9:00am

MABA Monthly Meeting

Members, Exhibitors, and guests are Welcome. Get all last minute EXPO questions answered.

Blue Gill Grill

Friday March 19, 2010

4:00pm – 8:00pm

Exhibitor Check in

Haslett High School on Marsh Rd, north entrance of main gymnasium

ALL exhibitors must be set up by 8pm.

Saturday March 20, 2010

8:00am

Doors open for exhibitors

9:00am-10am

“Meet and Greet” ALL Exhibitors

This is the best opportunity to meet and greet your neighboring exhibitors and exchange your own company information.

10:00am – 3:00pm

Official Show Hours

3:00pm – 5:00pm

Tear Down