

The Waterboro Association of Businesses presents:

*Fall Foliage*  
**BUSINESS EXPO**

**Saturday, Oct. 24, 2009**

**10 a.m. to 3 p.m.**

**Massabesic High School, West Road, Waterboro**

Join us in exhibiting at the Fall Foliage Business Expo presented by the Waterboro Association of Businesses, Inc. Exhibitor registrations are being accepted. Space is limited. Booths start at \$125 with electricity available for an additional cost. The general public will be invited and the admission will be free.

*Reserve your space early for additional savings!  
WAB members receive greater savings, so join today!*

PLUS, on Friday, Oct. 23 the Expo will be open from 12 to 2 p.m. to Massabesic High School students and faculty ONLY for a bonus Career Day, giving exhibitors even more visibility and exposure.

**For more information contact Mike Campbell at 207-247-4959  
or visit [www.waterborochamber.org](http://www.waterborochamber.org).**





# EXHIBITOR'S INFORMATION

The Waterboro Association of Business, Inc. (WAB) is pleased to announce it's Fall Foliage Business Expo to be held Friday, Oct. 23 and Saturday, Oct. 24 at Massabesic High School on West Road in Waterboro. The purpose of this event is to complete the mission of WAB: to promote and encourage new and existing business enterprises in the Waterboro area. Please join us by becoming an exhibitor at the Expo and help make this event a major success for the Waterboro area.

**ADMISSION to this event will be FREE and is open to the general public on Saturday, Oct. 24. Friday, Oct. 23 will ONLY be open to Massabesic High School students and faculty for a Career Day.**

All spaces will be assigned on a first-come first-served basis. There are no guarantees that the requested location will be available at the time of the receipt of your application, however, the best alternative location will be offered as a substitute. Order your space early for additional savings...complete the WAB Membership Application and obtain EVEN GREATER SAVINGS!

This packet is provided to explain what WAB is offering to, and expecting from, persons interested in exhibiting at the Fall Foliage Business Expo. All persons interested in securing space should complete the attached application and mail it with payment to: WAB, P.O. Box 247, East Waterboro, ME 04030. For additional information, please contact Mike Campbell at 207-247-4959 or [mike@kasprzakinsurance.com](mailto:mike@kasprzakinsurance.com). Visit [www.waterborochamber.org](http://www.waterborochamber.org) for additional copies of this packet and WAB Membership Applications.

## Offering and Responsibility of WAB



**WAB, in exchange for the registration fee, will provide the following to all exhibitors:**

- A 6' x 8' floor space (double booths and/or electricity available at an additional cost).
- A 6' x 30-inch folding table, 2 chairs, curtains and linens.
- Multi-media advertising for the event that will include paid and unpaid advertisements in local newspapers, on TV and on Radio, with media sponsors to insure adequate promotion of the event.
- FREE ADMISSION to the general public on Saturday, Oct. 24 (Friday, Oct. 23 open to MHS only).
- A game card to be completed by attendees to qualify for a GRAND PRIZE. The game card will include information requiring attendees to visit each booth.
- Hourly demonstrations to aid in drawing the general public to the Expo.
- Hourly door prize giveaways to aid in retaining the general public on the Expo floor and to expose each business exhibiting through name recognition when the prize is awarded.
- Food concessions for Expo attendees.

# Responsibility of Exhibitors

**In addition to payment of the registration fee, each exhibitor will be responsible to adhere to the following:**

- Fully and accurately complete the Exhibitor's Registration Form. This includes providing a simple question (and its answer) to be used on the GRAND PRIZE Game Card. This question should be a question that you can answer in one or two words to denote that the game card holder has talked with you to obtain the answer.
- Provide a door prize to be given away during one of the hourly drawings. The door prize should be between a \$10 and \$25 value and appropriate for either a male or female.
- Provide a professional image in promoting their business at all times during the event and refrain from the use of inappropriate language or behavior.
- Set up their booth between 10 and 11:30 a.m. on Friday, Oct. 23.
- Provide all booth materials, signage, product literature, electrical cords-UL rated (if needed) and supplies required to set up their booth at their expense.
- Decorate their booth within a fall foliage theme. (NOTE: an award will be presented for the Best Decorated Booth via people's choice.)
- Keep walkways open at all times, keep their assigned area free and clear of any safety hazard, provide for the general maintenance of their area, and insure that they do not encroach on space outside their designated area.
- Insure that their booth is staffed and fully operational at all times between 12 and 2 p.m. on Friday, Oct. 23 and between 10 a.m. and 3 p.m. on Saturday, Oct. 24.
- Dismantle and remove their exhibitor's materials, decorations, etc. between 3 and 4 p.m. on Saturday, Oct. 24 and return the property to its original condition.



## Tips on how to be a successful Business Expo Exhibitor

**ATTITUDE** is everything. Bring a friendly voice, a smiling face and introduce yourself to people as they approach your booth.

**ACKNOWLEDGE** your present customers, friends and neighbors, but try to concentrate on the new people you meet. Don't be shy to introduce yourself to an unfamiliar face. Don't be afraid to tell an existing customer that you will get back to them during the next week or so.

**STAND IN FRONT OF YOUR BOOTH** and greet people as they approach your booth. Make eye contact. Give them a pleasant invitation to stop and chat with you. Avoid sitting behind your table.

**TALK WITH FELLOW BOOTH EXHIBITORS** and don't overlook them as potential customers.

**TALK** among your own staff before the event. **AVOID** talking with them during the Expo so that it doesn't block attendees from being approached or approaching you.

Have a **PROFESSIONAL** look appropriate to your business. Have the persons tending your booth easily identifiable with nametags, embroidered shirts, etc.

**GET NAMES**, addresses, and phone numbers of persons visiting your booth. Have them sign a registry, enter a business card or complete a drawing entry to have the information needed to follow-up.

**JOT DOWN NOTES** on a small notepad or on the back of a business card about any person requesting information after the event.

**ATTENDEES** are drawn to **FREEBIES**. **DISTRIBUTE FREEBIES** with your name on it to attendees with special potential of being a customer or, if you can afford it, distribute them to everyone. Otherwise, have a candy dish or inexpensive **FREEBIE** to distribute freely to other attendees.



# EXHIBITOR'S APPLICATION

Please complete the following application and mail, along with a business card and full payment to: WAB, P.O. Box 247, East Waterboro, ME 04030.

Company Name \_\_\_\_\_

Primary Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

1. Are you a WAB member?  YES  NO (If NO, you may complete a WAB Membership Application and remit a membership fee of \$35 along with your booth rental fee to receive the member discount.)

2. What question would you like attendees to ask you as part of the GRAND PRIZE Game Card? \_\_\_\_\_

3. Answer to question (one or two words) \_\_\_\_\_

4. What is your preferred booth location? (see floorplan below) 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

BOOTH RENTAL FEES (check one):	<input type="checkbox"/> Single	<input type="checkbox"/> Double	<input type="checkbox"/> Single w/electric	<input type="checkbox"/> Double w/electric	<input type="checkbox"/> Endcap
WAB member before 9/15/09	\$125	\$225	\$200	\$400	\$325
WAB member on or after 9/15/09	\$150	\$260	\$225	\$450	\$350
Non-member before 9/15/09	\$150	\$260	\$200	\$400	\$325
Non-member on or after 9/15/09	\$175	\$315	\$225	\$450	\$350

BOOTH RENTAL FEE \_\_\_\_\_

(If joining WAB, add \$35 Membership Fee and attach application.) **TOTAL AMOUNT DUE** \_\_\_\_\_

*I am an authorized representative of the company above. I assume, on behalf of the company, full responsibility for my company, its promotion, its products, its exhibit and the actions of its staff at all times, including times of the set-up, the Expo and the removal. I agree to comply with the responsibilities of the exhibitors as listed within. I have enclosed full payment of the exhibitor's rental fee as shown above.*

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Booths 12, 21, 30, 39, 48, and 57 are endcaps.

## Expo Floor Plan

**BACK GYMNASIUM**

20 booths reserved for MHS Career Day  
Friday, Oct. 23 from 12 to 2 p.m.  
(Recruiters, Colleges, Guidance, Adult Ed., etc.)

Booths 1-11 and 66-76 have electricity.