



shop local *shop GREEN*

**Thursday, February 11, 2010
9 a.m. to 5 p.m.
Crown Expo Center**

Presented By:



Premier ShowBiz Sponsor

The Fayetteville Observer
Knowledge Changes Everything • fayobserver.com

Premier Coffee Club Breakfast Sponsor

Premier Exhibitor Lunch Sponsor



Beaver Creek Foods

Gold Sponsor

Cumulus Broadcasting

Silver Sponsors

All American Relocation

PWC

Simmons Heating

Tarheel Diabetic and Medical Supply, Inc.

**Cape Fear Valley Blood
Donor Center**

**Miller-Motte Technical College
Express Employment Professionals
CenturyLink**

**State Farm
Agency Recruiting**

**Official Water Sponsor
Apple Valley Water**

Investment Levels

Premier ShowBiz Sponsor- \$2,500 (5 available)

5-minute presentation on your business at the beginning of the event
Premier sponsor booth location on Sponsor Row (booth A, B, C, D or E)
Booth of 16 ft wide by 16 ft deep, three 3 ft side curtains, 8 ft skirted table, and 2 chairs
Electricity, wireless Internet, and telephone hookups (if needed) at no extra cost
Free breakfast and 2 free lunch passes
Company Logo table signage as a sponsor and logo placement on banner at the room entrance
Logo placement on layout brochure given to all vendors and attendees
Logo advertisement in Chamber membership briefings, newsletter, and fax registration
Advertisement on WKML 95.7 and 96.5 The Drive and Chamber radio and TV station
Logo advertisement in The Fayetteville Observer 4 page color tabloid
Recognition announcements provided by 96.5 The Drive live remote broadcast at the show

Major Sponsor- \$1,500 (6 available)

4-minute presentation on your business at the beginning of the event
Major sponsor booth location on Sponsor Row (booth A, B, C, D or E) and given next best space after the Premier Sponsor
Booth of 16 ft wide by 16 ft deep, three 3 ft side curtains, 8 ft skirted table, and 2 chairs
Electricity, wireless Internet, and telephone hookups (if needed) at no extra cost
Free breakfast and 2 free lunch passes
Company Logo table signage as a sponsor and logo placement on banner at the room entrance
Logo placement on layout brochure given to all vendors and attendees
Advertisement on WKML 95.7 and 96.5 The Drive and Chamber radio and TV station
Logo advertisement in The Fayetteville Observer 4 page color tabloid
Recognition announcements provided by 96.5 The Drive live remote broadcast at the show

Gold Sponsor- \$1,000 (multiples available)

3-minute presentation on your business at the beginning of the event
Gold sponsor booth on Sponsor Row (booth A, B, C, D or E) and given next best space after the Major Sponsor
Booth of 16 ft wide by 16 ft deep, three 3 ft side curtains, 8 ft skirted table, and 2 chairs
Electricity, wireless Internet, and telephone hookups (if needed) at no extra cost
Free breakfast and 2 free lunch passes
Company name table signage as a sponsor and name placement on banner at the room entrance
Business name placement on layout brochure given to all vendors and attendees
Advertisement on WKML 95.7 and 96.5 The Drive and Chamber radio and TV station
Business name advertisement in The Fayetteville Observer 4 page color tabloid
Recognition announcements provided by 96.5 The Drive live remote broadcast at the show

Silver Sponsor- \$500 (multiples available)

Silver sponsor booth on Sponsor Row (booth A, B, C, D or E) and given next best space after the Gold Sponsor
Booth of 16 ft wide by 16 ft deep, three 3 ft side curtains, 8 ft skirted table, and 2 chairs
Electricity, wireless Internet, and telephone hookups (if needed) at no extra cost
Free breakfast and 2 free lunch passes
Company name table signage as a sponsor and name placement on banner at the room entrance
Business name placement on layout brochure given to all vendors and attendees
Advertisement on WKML 95.7 and 96.5 The Drive and Chamber radio and TV station
Business name advertisement in The Fayetteville Observer 4 page color tabloid
Recognition announcements provided by 96.5 The Drive live remote broadcast at the show

Booth Pricing

Chamber Member Booth- \$350 (Chamber Non-profit

\$250/Chamber Home Based Businesses)

Booth space 10ft wide x 8 ft deep
8 ft backdrop curtain and two 3 ft side curtains
8 ft skirted table
2 chairs per booth
Electricity (if needed at no extra cost)
Wireless Internet (extra cost)
Telephone Hook-up (extra cost)
Free breakfast
2 free lunch passes
Company name on table signage

Non-Chamber Member Booth- \$425

Booth space 10ft wide x 8 ft deep
8 ft backdrop curtain and two 3 ft side curtains
8 ft skirted table
2 chairs per booth
Electricity (if needed at no extra cost)
Wireless Internet (extra cost)
Telephone Hook-up (extra cost)
Free breakfast
2 free lunch passes
Company name on table signage

Premium Chamber Member Booth- \$575

Premium space- only 11 available
(Limited to first come, first serve)
Booth # 1, 6, 7, 22, 27, 28, 48, 49, 64, 69 and 70
Booth space 16 ft wide by 8 ft deep
Facing center court and main entry
8 ft backdrop curtain and two 3 ft side curtains
8 ft skirted table
2 chairs per booth
Electricity (if needed at no extra cost)
Wireless Internet (extra cost)
Telephone Hook-up (extra cost)
Free breakfast
2 free lunch passes
Company name on table signage

Premium Non-Chamber Member Booth- \$650

Premium space- only 11 available
(Limited to first come, first serve)
Booth # 1, 6, 7, 22, 27, 28, 48, 49, 64, 69 and 70
Booth space 16 ft wide by 8 ft deep
Facing center court and main entry
8 ft backdrop curtain and two 3 ft side curtains
8 ft skirted table
2 chairs per booth
Electricity (if needed at no extra cost)
Wireless Internet (extra cost)
Telephone Hook-up (extra cost)
Free breakfast
2 free lunch passes
Company name on table signage

Island Chamber Member Space- \$750

Center space- only 5 available
(Limited to first come, first serve)
Space F, G, H, I and J
In the center court
Space 16 ft wide by 16 ft deep
Three 3 ft side curtains
8 ft skirted table
2 chairs per booth
Electricity (if needed at no extra cost)
Wireless Internet (extra cost)
Telephone Hook-up (extra cost)
Free breakfast
2 free lunch passes
Company name on table signage

Island Chamber Member Space- \$1,000

Center space- only 5 available
(Limited to first come, first serve)
Space F, G, H, I and J
In the center court
Space 16 ft wide by 16 ft deep
Three 3 ft side curtains
8 ft skirted table
2 chairs per booth
Electricity (if needed at no extra cost)
Wireless Internet (extra cost)
Telephone Hook-up (extra cost)
Free breakfast
2 free lunch passes
Company name on table signage

Vehicle Space- \$500

With Booth nearby

Vehicle Space- \$350

Without booth nearby

Trade Show Guidelines

PLEASE DISTRIBUTE THIS MATERIAL TO THE INDIVIDUAL/S IN CHARGE OF BOOTH SET-UP.

Payment: Payment for the Trade Show is due now with registration; otherwise the space is not guaranteed. Priority will be given to registrants with payment. Chamber members have the option to be invoiced; again this will not guarantee a space, only payment will, and **must be paid by the event date**. Non-members cannot be invoiced and must pay with registration. You may cancel your registration, **but must do so at least 48 hours prior to the event in order to receive a refund or credit to your account**.

Set-up: Please set up your booth on Wednesday, February 10, from 1 p.m. to 9 p.m. ShowBiz begins at 9 a.m. on the 11th. No hand trucks will be available, please bring your own. All exhibitors must be set up with display ready by 9 p.m. on February 10th.

Chamber Coffee Club: Will be held on the morning of the show, February 11 from 7:30-9:00 a.m. Chamber members will be in attendance and will be the first to see the booths. As a vendor, you are invited to attend the event, which will offer a free breakfast to you. Plus, Chamber members in attendance will have the opportunity to walk around to the booths after Coffee Club concludes at 9:00 a.m.

Exhibitor load-in: DO NOT SHOW UP FOR SET UP PRIOR TO 12 p.m. on the 10th. ABSOLUTELY NO LOAD-IN FROM THE FRONT OF THE EXPO CENTER BY ORDER OF THE CROWN EXPO STAFF. All exhibitors must load in on the west side of the exhibit area (SIGNS WILL BE POSTED). You can reach the open bay area via the service road along side the Crown Expo Center that runs between the Expo and the (old) Auditorium.

Booth Selection: Early reservations result in the booth/s of your choice. At some point, the assignment process becomes first come-first serve with the selection being the next best booth. We apologize if you did not get the booth of your choosing. At the end of each show, a reservation form is given to each exhibitor. You can select your preferred booth at that time without paying until the following year.

Booths: Single booths measure 10 feet wide by 8 feet deep. Each booth space will have an eight foot back drop curtain plus (two) three foot side curtains, an eight foot skirted table, and two chairs. Premium booth spaces are 16 feet by 8 feet. We have chosen black as the show colors. Electricity is provided to all exhibitors by the Crown Center staff. Please bring your own garbage container. Please be kind to your neighbor. Items exceeding the height of your eight-foot curtain are not permitted.

Dimensions and Limitations: Exhibits should not exceed 8 feet in height (unless special permission is granted for certain locations). Exhibits must be constructed so as not to obstruct the general view of those in adjoining booths. One electrical outlet is provided unless otherwise requested.

Driving Directions: The Crown Expo Center is located at 1960 Coliseum Drive Fayetteville, NC 28306. Crown number is 910-438-4100.

Check-in: Please check-in at the Chamber Registration Table at the front entrance by 7:30 a.m. on Thursday, February 11.

ShowBiz Exhibitor Badges: Two name badges will be included in your vendor packet the day of the show. Extra badges will be available at the Chamber booth. Feel free to write in your name on the badge provided to you.

Crown Expo Requirement for all Show Vehicles: Vehicle Load-in: All vehicles are expected to arrive at the Crown Expo no later than Wednesday, February 10th at 2 p.m. All vehicles must be removed no later than 8 p.m. on Thursday, February 11th. The Crown Center Expo requires that vehicles have less than one-eighth tank of gas; the tank needs to be taped and at least one battery cable disconnected.

Breakdown: Please **DO NOT** breakdown before 5 p.m. on February 11th. Early dismantling will jeopardize exhibit priority for booth space in shows thereafter. The exhibitor authorizes the

Chamber and the Crown Center Complex to remove, at the exhibitor's expense, any material in the exhibit area belonging to the exhibitor after 10 p.m. on the February 11th.

Exhibitor Signs: Please bring your own signs, banners, etc., as table signs will not be provided by the Chamber. Numbers will be placed on the booths during set-up. A floor plan is enclosed to help you locate your booth.

Noise: The use of sound devices, megaphones, loudspeakers or other undignified methods of attention is prohibited, where such methods interfere with other exhibitors. Loud music is disruptive to those near you who are trying to conduct business. Exhibitors with sound equipment exceeding acceptable noise levels will be dismissed from the show with no refund.

Telephone and Wireless Internet Hook-up: Can be arranged by filling out the registration form and faxing to Sonia R. Garza at (910) 483-0263 no later than February 1st. Hook-up is handled by the Crown Expo technical staff with advance notice. Last minute requests cannot be accommodated. Also, all exhibitors requesting telephone and Internet hook-up will be invoiced by the Chamber. This is not a standard service provided to exhibitors. The lines are for local and toll-free access only.

Event attendance: This event is open to the general public and is free to attend. There is no admission charge. Please communicate with your clients/customers where you will be conducting business on February 11th. Remember, the Chamber provides the format for you to market your business, but we need your help to get your customers out to ShowBiz. Contact the Chamber for event flyers.

Complimentary Luncheon Pass: Two tickets per exhibitor are included with your Showbiz Exhibitor materials and will be given in your packet the day of the show. Additional tickets for your staff can be purchased using the enclosed form. **WE WILL NOT SELL LUNCH TICKETS THE DAY OF SHOW.** Advance reservations are required.

Food/Beverages: All exhibitors are encouraged to bring candies, cookies, etc. as a part of your table display. Any exhibitor planning to give away beverage products with alcoholic content must secure appropriate permission to do so with the N. C. Alcoholic Beverage Commission and the Crown Center Complex. You must hold a permit to handle alcohol. All samples must be 2 oz of solid food or 4 oz of liquid in size and you must have Centerplate added to your liability insurance for the day of the show and provide Centerplate with a copy. Breakfast is sponsored by the Crown Center and will be served during Coffee Club on February 11 from 7:30-9:00 a.m. The Crown Center concession area will be open.

Prize Drawings: Exhibitors are encouraged to award prizes throughout the day. Please bring a bowl or basket so visitors to your booth can deposit their business cards. You might also bring along some slips with space for names and phone numbers in the event a visitor does not have a business card. Exhibitors may draw from these cards or slips and contact winner of prize.

Day of Show Discount: To entice your customers to the show, we encourage you to provide a "One Day Only Show Special" to the attendees. Please email your discount to Sonia Garza by January 28 to ensure inclusion in the flyer to the attendees the day of the show.

Attendees and Passport: This year we ask that you provide a door prize of at least a \$25 value. Attendees will receive a passport and will need to visit at least 15 booths to be eligible for the door prize drawings. The completed passport will be returned to the Chamber booth and the prizewinners will be announced throughout the day. Attendees will also receive a list with their passports of vendor booths that have donated a door prize.

Promotional Items: The Chamber encourages the handing out of bags as a promotional item to encourage the attendees to shop for free items while learning about the products and services available to them.

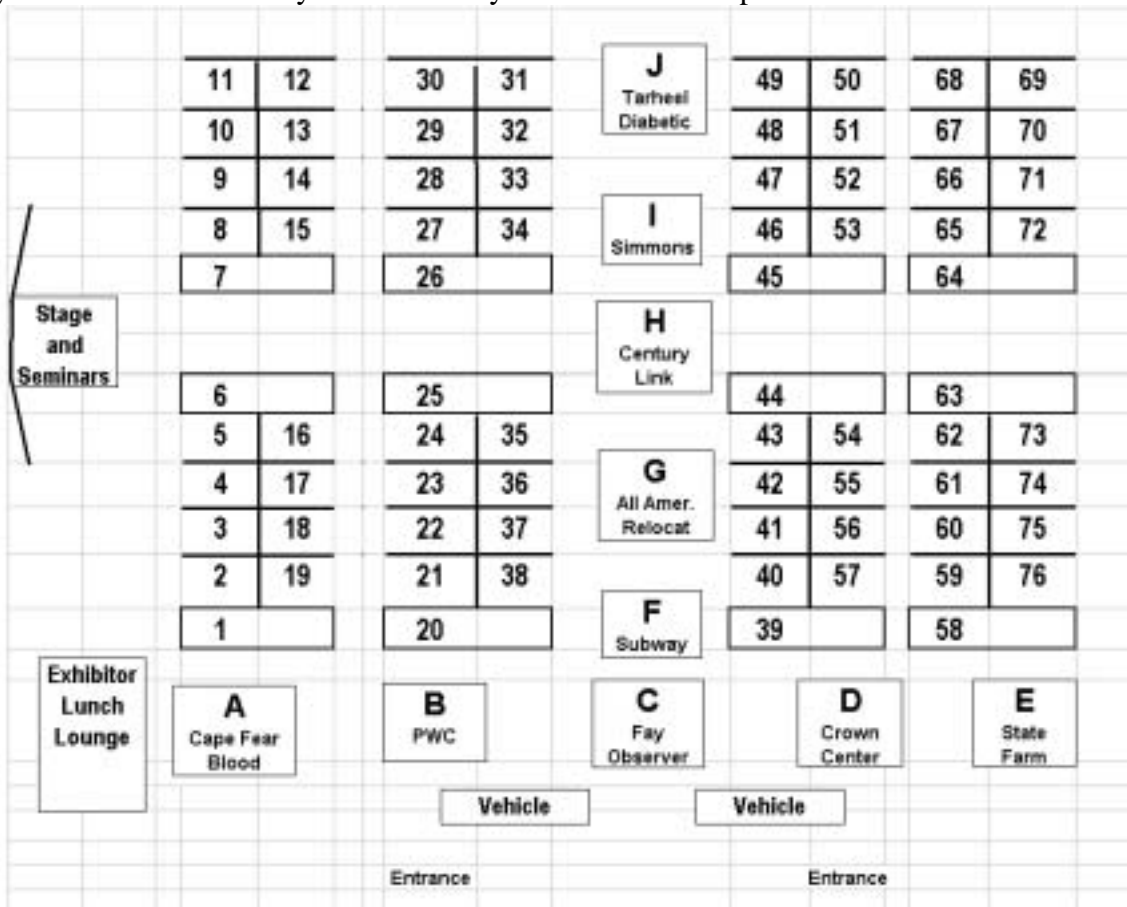
Permit to Sell: Exhibitors who plan to sell items at the show are required by law to submit a valid retail sales tax license (through the state of North Carolina) that must be recorded with the Fayetteville-Cumberland County Chamber of Commerce.

Exhibitor Vendor Packet: Will be provided the day of the show and will include: two name badges, two lunch tickets, vendor listing and layout, sponsor information and reservation form for ShowBiz 2012.

Best Booth Judging Contest: Decorate your space to reflect the 2010 theme- *Shop Local, Shop GREEN*. Booths will be judged on theme relevance, attractiveness, eye-catching and interesting. A panel of judges will come around to judge the booths at 2 p.m. The 1st prize will be \$300 off your booth for ShowBiz 2012, 2nd Prize is \$200 off and 3rd prize is \$100 off.

Extra Tables, Carpeting, etc: Extra expo items are available through Carolina Convention Services and Rentals (Darren Thompson) at 910-624-6329. An order/price list is available at request. The Chamber provides only the 10x8, 16x8 or 16x16 booth with electricity, skirted table and two chairs. Carolina Convention Services requires that all orders for extra equipment be received by January 15.

Liability: The Exhibitor agrees to comply with all applicable terms, conditions, rules and regulations of the Fayetteville-Cumberland County Chamber of Commerce, all presenters, sponsors and the Crown Center. The Exhibitor assumes complete responsibility and liability for all loss, damage or destruction of his/her property, employees, agents and guests. The Fayetteville-Cumberland County Chamber of Commerce, all presenters, sponsors and Crown Center, any employee thereof will not be liable for any loss, damage or destruction of Exhibitors' property by accident or any other cause. The Exhibitor also assumes full responsibility and liability for all injury to any and all persons or property caused by the exhibitor, its agents, representatives or employees. The Exhibitor will indemnify and hold harmless the Fayetteville-Cumberland County Chamber of Commerce, all presenters, sponsors and Crown Center and their employees against any and all liability whatsoever arising from any or all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees or any other such persons. The Fayetteville-Cumberland County Chamber of Commerce and the Crown Center Complex shall have sole authority to promulgate, interpret, and enforce all rules and regulations, and to make any amendments necessary for the orderly conduct of the Expo.





Show Agenda

(Schedule subject to change)

- 7:30-9:00 a.m. Chamber Coffee Club Sponsored by CityView Magazine
Free breakfast for Chamber members, vendors and Fayetteville Young Professional members sponsored by the Crown Center
- 9 a.m. –5 p.m. ShowBiz opens in Crown Expo Center
- 9 -9:30 a.m. Welcome and introduction of sponsors

Coffee Club, Breakfast and all Seminars in designated area on the floor of the Expo Center

- 10-10:30 a.m. “Using the SWOT Analysis to Identify the Key Areas of Focus for Your Business,” by Darswell Rogers of Rogers Consulting Group
- 11-11:30 a.m. “Going Green at Work and at Home and Getting your business Certified Green,” by Jodi Price Hajosy of Sustainable Sandhills
- 12-12:30 p.m. “Identifying, Competing For and Winning Federal ‘Green’ Procurement Opportunities,” by Diana Potts of North Carolina Military Business Center
- 1-1:30 p.m. “Market Yourself, Marketing your Business and Social Media,” Beasley Broadcasting
- 2-2:30 p.m. “Let's Just Talk- Networking 101,” by Sabina Newman of SCN Insight, LLC
- 3-3:30 p.m. “Who is your ideal client? How to identify and attract potential customers,” by Kim Gray of Emerging Virtual Assistance

* Sessions are free for vendors and general public to attend.

Day of Show Events

Coffee Club will be held that morning, attracting attendees before the show event begins!

Cape Fear Blood Donor Center’s "Recycle Life, Give Blood" Blood Drive- all day event.

A Shred Ahead will be onsite from 2-4 p.m. to shred documents.

2010 ShowBiz

Exhibitor Information Form

***Deadline to register is January 31st!**

(Register by January 19 to be included in the 4-page color tabloid in The Fayetteville Observer Sunday paper)

Company Name: (Please print name as you wish it to appear in print)

Mailing Address:

City, State, Zip

Contact Person: _____ **Phone Number:** _____

Contact Person's E-mail:

Company Fax Number:

Describe your company's product or service:

Vehicle Space Reservation:

_____ We will display a vehicle at ShowBiz

_____ We will NOT display a vehicle at ShowBiz

Owner/Manager: _____

Point of Contact for Vehicle Delivery to Crown Expo:

Name: _____ **Cell phone:** _____

Vehicle Description: Automobile

Truck

Van

Description _____

(Color, make, model)

I have a banner/sign I would like you to display near my vehicle YES NO

Booth Preference: _____ (if available and given on a first come, first serve basis)

Exhibit Area: In order to have your booth ready for you, please check the items below that you will need. Telephone, Internet connection, and selling merchandise are not included in the booth price and you will incur additional charge for these services.

_____ Electricity (\$0) _____ Telephone (\$75)

_____ Internet (\$100) _____ Selling Merchandise (\$100)

Exhibitor Giveaways: To make this event successful and to encourage great attendance, we require each vendor to bring a door prize valued at \$25.00 or more.

Description of Giveaway: _____

Exhibitor Day of Show Discount: To entice your customers, we suggest you provide a “One Day Only Show Discount” to your customers. This is optional.

Description of Discount: _____

Package Opportunities: Please sign next to the level you would like.

Premier Showbiz Sponsor		\$2,500	_____
Major Sponsor		\$1,500	_____
Gold Sponsor		\$1,000	_____
Silver Sponsor		\$500	_____
Premium Booth			
	Chamber Member	\$575	_____
	Non-Chamber Member	\$650	_____
Vendor Booth	Chamber Member	\$350	_____
	Non-Chamber Member	\$425	_____
	Chamber Non-Profit Organizations	\$250	_____
	Chamber Home Based Businesses	\$250	_____
Island Space	Chamber Member	\$750	_____
	Non-Chamber Member	\$1,000	_____
Vehicle Spaces	With booth space nearby	\$500	_____
Vehicle Spaces	Without a booth space	\$350	_____
Wireless Internet Hookup		\$100	_____
Telephone Hookup		\$75	_____
Merchandise Sales		\$100	_____

Lunch Passes:

Two lunch passes are included with your booth. Additional passes are \$8 each and must be reserved prior to the event.

Lunch Pass total: \$ _____

Internet: \$ _____

Telephone: \$ _____

Selling merchandise: \$ _____

Grand Total Payment: \$ _____



Licenses:

_____ Yes, I plan to sell merchandise and/or products from my table. Fee incurred. (Please refer to the rules and regulations)

_____ Retail sales tax license number

_____ Yes, I plan to hand out/sell food and/or beverage samples. Samples will be 2 oz of solid food or 4 oz of liquid.

_____ Health license/permit number and copy given to Centerplate

_____ Yes, I plan to hand out/sell alcoholic beverages at my booth.

Please initial by each.

_____ I read the entire Trade Show guidelines and agree to abide by and to obey the rules, regulations and guidelines.

_____ I understand that if I am not a Chamber member, all payments need to be made at the time of registration. Furthermore, if I am a Chamber member, I understand that all payments must be paid by February 11, the day of the show.

_____ I understand the Trade Show will be open from 9 a.m. to 5 p.m. I agree to have my table ready no later than **9 p.m.** on the 10th of February. I will not dismantle my booth before **5 p.m. on the 11th** and furthermore, will make sure all materials are removed no later than **10 p.m.** the night of the show.

_____ I agree to have my vehicle at the Crown Expo no later than 2 p.m. on Wednesday, February 10th. I understand that I must (1) have less than 1/8 tank of gas, (2) must take the gas tank and (3) disconnect one battery cable before leaving the expo. Furthermore, I understand that I must pick up the vehicle no later than 8 p.m. on February 11th.

Signature

Date

Cancellation Policy

Registrant must cancel 48 hours prior to event in order to receive refund or credit to account. Failure to cancel renders registrant responsible for payment.

Method of Payment

- Enclosed is my check for \$_____ payable to the Fayetteville- Cumberland County Chamber of Commerce, PO Box 9, Fayetteville, NC 28302.
- Invoice me (available to Chamber members only)
- Cash
- Bill My: Visa Master Card American Express

Card Number: _____ Expiration date: _____

Name on the Card: _____

Signature: _____ **Date:** _____

(You may also call the chamber to register by phone for credit card purchases).

Please sign and return immediately to:

Fayetteville-Cumberland County Chamber of Commerce
PO Box 9
201 Hay Street, 4th Floor
Fayetteville, NC 28302

Or Fax: 910-483-0263

For more information or questions contact Sonia R. Garza at 433-6769 or at sramirez@fayettevillencchamber.org