

# engaged Bridal Expo onslow™

## Rules and Regulations

- I. A deposit is required to reserve a booth space. Registration payments are accepted by credit cards, cash, money orders or check and should be made payable to Jacksonville●Onslow Chamber of Commerce. Balances are due at time of application noted on the vendor registration form. A 50% refund will be issued for cancellations until February 25, 2019, after which registration fees are non-refundable. Vendors with an unpaid balance at show-time will be charged a late fee of \$50. SHOW BALANCES ARE DUE REGARDLESS OF THE APPEARANCE OR NON-APPEARANCE OF THE VENDOR. BALANCES NOT PAID IN FULL 30 DAYS BEFORE THE SHOW DATE MAY RESULT IN SPACE CANCELLATION OR REASSIGNMENT.
- II. WE UNDERSTAND THAT THE SHOW AGREEMENT SHALL BE LEGALLY BINDING BETWEEN ENGAGED ONSLOW™ AND THE VENDOR ONLY UPON ACCEPTANCE BY ENGAGED ONSLOW™. WE ALSO UNDERSTAND THAT ANY CHANGES IN THE INFORMATION IN THIS AGREEMENT MUST BE MADE IN WRITING. VENDORS SHALL BE BOUND-BY AND AGREE-TO THE RULES AND REGULATIONS SET FORTH BY ENGAGED ONSLOW™ AND JACKSONVILLE COMMONS RECREATION COMPLEX AND THAT IF NECESSARY ADDITIONAL RULES AND REGULATIONS MAY BE ESTABLISHED BY EITHER ENGAGED ONSLOW™ AND JACKSONVILLE COMMONS RECREATION COMPLEX.
- III. You cannot sublease your booth. Only vendors that are on the vendor registration form (either online or in print) can occupy the space. Vendors must show only goods dealt by them in regular course of business.
- IV. You must stay within the booth boundaries and not stand or hand out material in the aisle.
- V. You cannot attend the show and hand out cards to attendees without contracting and paying for space in the show. If you see anyone doing this, please report it to the vendor check-in ASAP.
- VI. For DJs, awareness of your music level and how it is affecting the vendors around you is critical. No use of confetti cannons.
- VII. Caterers or other vendors who are serving food or drink or any samples must obey the Health Department rules. The Health Department will come and check for the appropriate supplies, and can shut you down.

- VIII. It is expressly understood and agreed by the vendor that he or she will make no claim of any kind against ENGAGED ONSLOW™ or JACKSONVILLE COMMONS RECREATION COMPLEX for any loss, damage, theft or destruction of goods, nor for any injury that may occur to him/herself or his/her employees while in the show facility, nor for any damage of any nature or character whatsoever. The vendor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public on all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of said leased space or booth, for negligence or otherwise relating thereto, and such claims as may be asserted against it. The vendor will keep in effect Liability Insurance.
- IX. If for any reason ENGAGED ONSLOW™ determines that the location of a vendor's booth at the show should be changed, moved or the dates of the show changed or postponed, no refund will be made but shall assign the vendor, in lieu of the original space, such other space as deems appropriate and the vendor agrees to use such space under the same Rules and Regulations. ENGAGED ONSLOW™ shall not be financially liable or otherwise obligated in the event the show is canceled, change of dates, postponed or relocated, except as provided herein.

## Helpful Tips

### Rally the Troops

- Assemble a Show Special/Package Deal, offer expo-only pricing and deals if they book today!
- Prepare 3-6 engaging questions before the show to ask expo attendees about their needs.
- Having a pre-expo meeting with your team to eliminate scheduling or product questions of miscommunication. Don't forget to discuss cell phone use and dress code.
- Create a BUZZ online. Use Twitter, LinkedIn, Instagram, Facebook... etc. #EngagedOnslow
- Post flyers in your retail location and send out an e- blast!

### Preparing your exhibit

- Each booth has electricity. Be sure to bring a surge protector for your laptop.
- If your booth has carpeting, we do not have a vacuum available.
- Reserved spaces come with either: A) No table B) one eight foot table, uncovered or C) one eight foot table with linen. All tables will have 2 chairs and a single electrical outlet.
- NO OPEN FLAMES ARE PERMITTED, with the exception of butane canisters.
- Appeal the five senses! Look, touch, smell, sound, and taste. How about some greenery or fresh flowers? Try to break the grid, lay out your booth on an angle.
- Be prepared with brochures, cards, water bottles (you may store these in a small cooler under the skirted table) Advil, etc.
- Have an "Everything Box." Pens, stapler, tape, paper clips, scissors, Velcro, name tags, paper, business cards, extra sign-up sheets...etc.
- How can you make your booth interactive? What about a quiz or game on a computer, a contest draw, or a scheduled demonstration? Freebies and giveaways can increase traffic to your booth.

### Day of the Expo

- Remember the 80/20 Rule... Listen 80%- Talk 20%. Those who listen are the most successful.
- Create the right first impression friendly greeting, open body language, and a smile! 😊
- Do not be afraid to use the lulls in traffic to network with other vendors.
- Most importantly: SMILE and ENGAGE! We look forward to having you at Engaged Onslow!
- Your display should represent key information:
  - Why are your services better or unique?
  - Why do brides choose you?
  - Give the attendees a reason to stop at your booth
- Everyone working your booth should know what key information or impression he or she must give to everyone who stops by your booth.