



THE BEST OF  
SOUTH WINDSOR  
EXPO

**The South Windsor Chamber of Commerce  
Presents**

## **The Best of South Windsor Expo**

Thursday, November 17, 2011

12:00-7:00p.m.

**New Location! The Former Highland Park Market at  
The Promenade Shops at Evergreen Walk**

### **Exhibitor Information Package**

#### **Why Exhibit?**

- Being part of The Best of South Windsor Expo is a way to differentiate your company from the competition.
- It is a cost efficient way to present your products and services to other businesses as well as consumers.
- Connect with new and current customers.
- Debut your company's products and services.
- Generate Brand Awareness.
- Chamber promotion through both online and print media.
- Support your local business community and gain positive PR.
- 79% of Expo attendees use trade shows to decide what product and services to buy.

## Best Booth Awards

Keep the **Best Booth Awards** in mind as you design your individual booths. You will have four chances to win. As an Exhibitor, you know the key to generating business is to have an eye catching exhibit along with your stellar staff. At the Best of South Windsor Expo we want to celebrate and recognize the efforts that you and your staff put into your booth and give you a little incentive too. A **Best Booth Award** will be presented to Exhibitors in each of four categories. At the start of the Expo and throughout the day an anonymous team of judges will be reviewing the booths to determine the **Best in Show**, **Best Giveaway**, **Best Product Demo/Technology** and **Best Staff**. After the judges have determined the winners, their names will be announced at 5:45p.m. at the Expo. Winners will receive a customized plaque, a picture of their booth on the Chamber website, and 20% discount on next year's booth.

## Exhibitor Package Includes:

- Booth size of 8x6 or 8x8
- Location of your business on one of five special Roadways depending upon your customer demographics: "**Business Boulevard**", "**Consumer Court**", "**Restaurant Row**", "**Wellness Way**" or "**Crossroads.**"
- "**Restaurant Row**" – Restaurants are encouraged to provide tastings of their signature appetizers and dishes. Restaurant exhibitors are allowed to provide attendees with these dishes free of charge or can choose to charge a fee. **No cooking on premises. Please prepare food offsite.**
- 2'x 6' Table with floor length linen
- Listing and description in Show Guide
- Exhibitor/Marketing workshop for Exhibitors

# Exhibitor Reservation Form

The undersigned Exhibitor applies for exhibit space in the SWCC Best of South Windsor Expo on Thursday, November 17<sup>th</sup>, 2011 subject to the terms and conditions set forth below.

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

Type of Business: \_\_\_\_\_

Name for Booth Sign: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email \_\_\_\_\_

Website Address: \_\_\_\_\_

Preferred Roadway (Please Circle):

“Business Boulevard” “Consumer Court” “Restaurant Row” “Wellness Way” “Crossroads”

**Cost of Booth: (Please check items required)** All Booths Include 1, 2'x 6' Table and 1 Floor Length Linen.

Standard Booth: \$275 \_\_\_\_\_  
(Chamber Member)

Standard Booth: \$375 \_\_\_\_\_  
(Non-Chamber Member)

8x8 Booth: \$325 \_\_\_\_\_  
(Chamber Member)

8x8 Booth: \$425 \_\_\_\_\_  
(Non-Chamber Member)

Restaurant Booth: \$325 \_\_\_\_\_  
(Chamber Member)

Restaurant Booth: \$425 \_\_\_\_\_  
(Non-Chamber Member)

Electrical hookup: \$35 \_\_\_\_\_

One company name will be listed per booth.  
Additional company names within the booth: \$50 \_\_\_\_\_

Chair: \$10 \_\_\_\_\_

Total: \_\_\_\_\_

**Payment: All applicants will be notified regarding whether or not they are accepted as a vendor. Payment must be received with application. We accept the following forms of payment: Personal/business check, Visa, MasterCard, Discover, or American Express. Checks should be made out to the South Windsor Chamber of Commerce. To pay by credit card please call 860-644-9442.**

Booth location assignments are at the discretion of The Best of South Windsor Expo committee. After receipt of signed reservation form and payment in full, locations will be assigned on a first come first service basis. Once your full payment is received, a Chamber representative will be calling to discuss the “Roadway” that your booth will be located on. **For questions please call the South Windsor Chamber of Commerce at 860-644-9442 or email [info@southwindsorchamber.org](mailto:info@southwindsorchamber.org).**

Please Fax To: 860-648-1911

Please Mail To: South Windsor Chamber of Commerce  
22 Morgan Farms Drive  
South Windsor, CT 06074

# Exhibitor Schedule

## Wednesday, November 16<sup>th</sup>:

4:00-7:00 pm Exhibitor Set Up

## Thursday, November 17<sup>th</sup>:

8:00-10:30 am Exhibitor Set Up

10:30-11:15 am Orientation Meeting

11:15-11:55 am Exhibitor lunch, visit any one of our Restaurants on Restaurant Row

12:00 pm Exhibits open (Speaker sessions throughout the afternoon)

5:45 pm Exhibitor raffle prizes drawn and Best Booth Awards

6:30 pm SWCC \$15,000 Raffle Drawing

7:00 pm Expo Concludes and Exhibitor Breakdown till 8:00 pm.

8:00-10:00 pm Event Vendor Breaks Down Room

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