

THE EXPO

Home | Business | Services

**Presented by Lebanon Area Chamber of Commerce and Local Makes Sense
to showcase area businesses and services**

August 13th 4PM-7PM and August 14th 9:30AM-2:00PM

The Mall- Evergreen Parkway

Name of Business _____

Type of Business _____

Contact Name/Title _____

Address _____

City _____

Phone _____ Fax _____

Email _____

Product/Service to be exhibited _____

I will be providing the following give away at my booth during the event _____

Additional tables are \$10 each from Brown Pipe & Drape Event Company. _____

Electricity Needed? ____yes ____ no (Please provide your own 25 foot power cord and power strip)

Booth spaces 10X10 or 20X10 Double-additional fee | Indoor Space *(Please circle your preference)*

Cash, check, and Credit Card is accepted.

Signature X _____

- **All Chamber Members will have a \$45.00 registration fee that includes one table and two chairs. Non Profit Organizations that are Chamber Members will have a \$25.00 registration fee that includes one table and two chairs. Non Member registration fees -\$225.00 for standard booth space – A\$25 discount is applied if paid in full with Expo registration.**
- **Entry forms must be turned in by July 31st, 2021.** Please return this form to the Lebanon Area Chamber of Commerce by mail: PO Box 505, Lebanon, MO 65536 or stop by our office at 186 North Adams Ave, Lebanon, MO.
- **Cancellation deadline is August 6th, 2021.** If cancellation occurs after August 6th a \$50 fee will be charged.
- Exhibitors must be a member in good standing of the Lebanon Area Chamber of Commerce in order to exhibit. Preferred booth placement will be given to chamber members. The chamber encourages all non members to inquire about a chamber membership. If you need further information regarding The Expo 2021, please contact the Chamber at 417-588-3256 or e-mail chamber@lebanonmissouri.com.

The Expo 2021
Pre-Event Set Up

Thursday, August 12 2-5PM or Friday, August 13 8AM-4PM

***No vehicles will be allowed INSIDE the building.
No exceptions.**

The Expo
Event Day

August 13th 4:00PM – 7:00PM

August 14th 9:30AM – 2:00PM

***All booths must remain in place and open to the public Friday until 7:00PM and Saturday until 2:00PM. All equipment and booth items must be removed by 5:00pm Saturday.**

Helpful Information

- *1 8ft table and 2 chairs is provided. Vendors need to provide their own table coverings.*
- *1 additional table and two chairs are available for a \$10 fee.*
- *Electric is available. Each booth must provide a 25 feet power cord and power strip if they require power.*
- *Wireless internet access is available at The Mall.*
- *Food vendors must provide a Certificate of Liability naming the Chamber of Commerce as additional insurer for this event.*
- *A hospitality suite will be available on Friday 5-7:00PM with appetizers and refreshments. Coffee & Donuts will be provided for all exhibitors on Saturday morning.*
- *More information will be available in the weeks ahead. Please watch your “Chamber Today” e-newsletter regarding **The Expo – Home, Business, Services.***

The Expo 2020

Home, Business, Career

Helpful Hints

1. Advertise the event via your normal resources. (e-mail, facebook, website, media) Let everyone know about the Expo and your involvement. **BE CREATIVE!**
2. Your Booth: Bring signage, display your logo, show your mission statement, have available what products and services you offer. Keep your booth open for potential customers to have interaction with you and your staff. How about offering a “Show Special” to other businesses and/or the public?
3. Make a positive first impression! You have sixty seconds or less to grab the attention of those going by your booth.
4. Bring plenty of business cards, flyers, pens, etc. Get potential customers involved. Don't sit behind your booth table. Engage with and talk to your visitors. Remember the 80/20 rule... Do 80% of the listening and only 20% of the talking.
5. Obtain information from visitors at your booth so you can send a follow up thank you card, letter, or e-mail which can bring a visit and a sale to your business.
6. This is a great opportunity to get acquainted with other businesses! B2B (business to business) marketing has the potential to have a huge impact for your business but often goes overlooked.

While it is hard to forecast the public participation, last year's attendance was nearly 3,000 people. And remember Business-to-Business marketing... expecting 100 booths will participate.