

# EXHIBITOR KIT

Please Read – Very Important Information.



MARCH 30 – APRIL 1, 2012



All Exhibitors are given first right of refusal to all booth spaces from the previous year until August 1st.

After September 1st, if we have not received a completed signed contract and deposit, booths are open to all potential Exhibitors.

To qualify for the Early Bird Rebates a completed signed contract and payment in full must be received by the following dates:

HOME EXPRESSIONS 2012 – deadline OCTOBER 30, 2011.

KBR 2012 - deadline SEPTEMBER 30, 2011.



The Home Expressions and KBR Show is managed and produced by:

### **Manitoba Home Builders' Association**

Unit I – 1420 Clarence Avenue  
Winnipeg, Manitoba R3T 1T6  
F: 925.2567

#### **SHOW MANAGER**

Jan Currier, *Show Manager*  
P: 204.925.2566  
C: 204.282.8680  
jcurrier@homebuilders.mb.ca

### **Accommodations**

Special rates have been negotiated for Exhibitors at the hotel below. Please make sure you tell the hotel you are a KBR or Home Expressions Exhibitor when making your reservations.

#### **DELTA WINNIPEG**

305 St. Mary Avenue  
Winnipeg, Manitoba R3C 3J2  
P: 204.942.0551 Toll Free: 1.888.311.4990  
Discounted rate: **\$110.00**

The Delta Winnipeg is adjacent to the Winnipeg Convention Centre (hereinafter called WCC) and connected by a walkway.

### **Advertising & Promotions**

Looking for cross-promotion opportunities? Call Jan Currier, Show Manager to discuss.

### **Animals**

With the exception of seeing-eye dogs, no animals are permitted on the premise.

### **Audio Visual**

If you require audio/visual for your booth please contact Evolution Presentation Technologies at [www.evolutionav.ca](http://www.evolutionav.ca)

### **Booth Standards**

The show strives for high quality exhibits and displays. Please make sure your display is clean, all equipment is in proper working condition and is well maintained. To ensure the show's standards are met, tired, old displays will be tagged during the pre-show inspection. All Exhibitors who are tagged will be asked to review the issues, prior to attending any future shows. Remember, a well-presented booth is a strong reflection on you, your company and your success!

### **Cleaning**

Show Management is responsible for the cleaning of all aisle, stage and public spaces. It is the Exhibitor's responsibility to clean their exhibit space. Therefore, Exhibitors should either bring cleaning equipment i.e.: vacuum cleaner, etc., or make arrangements for cleaning services, as provided by the WCC or Central Display Ltd. Booths must be clean and clear of all carpet tape on move out. The WCC will charge an additional fee per hour for removal of tape residue to Exhibitors.

**\*\* A special carpet tape, which is easily removed and leaves no residue, is**

available and may be purchased from Central Display (during move-in).\*\*

## Display Contractor

Additional items such as carpets or furniture may be rented from our Show Contractors – Central Display Ltd. Please contact Central Display for a listing of their services.

### CENTRAL DISPLAY LTD.

7 – 850 Marion Street, Winnipeg MB R2J 0K4

P: 204.237.3367 F: 204.235.1063

[www.centraldisplay.ca](http://www.centraldisplay.ca)

Rentals are payable directly to Central Display Ltd. The WCC and Central Display will have a service desk on-site during move-in. It will be located on the 3rd floor.

## Drayage

For detailed information on early delivery of equipment contact:

### CENTRAL DISPLAY LTD.

7 – 850 Marion Street, Winnipeg MB R2J 0K4

P: 204.237.3367 F: 204.235.1063

[www.centraldisplay.ca](http://www.centraldisplay.ca)

## Exhibitor Pass Allotment / Additional Passes

1-3 booths = 4 passes – no charge

4-5 booths = 8 passes – no charge

6+ booths = 12 passes – no charge

All passes can be picked up at the show office, room 24 – WCC during Ingress.

To purchase additional passes or to receive the passes prior to Ingress, please see the Exhibitor Registration Information.

## Food Services

Any beverage and/or food (other than sampling) being served to the public at your exhibit booth must be ordered through the Director of Food & Beverage Operations, at the WCC, P: 204.956.1720 or F: 204.943.0310. No food or beverages will be allowed in your booth without prior approval from the WCC and Show Management.

## Medical / Emergency Health Care

In case of a Medical Emergency during the Show, WCC Security Department is located on the 2nd floor. Security will provide medical assistance. Notify Show Management and/or call 204.956.1720 and ask for security.

## Parking

Parking is NOT provided by the Show. To obtain a downloadable map of available parking downtown, visit: [www.downtownwinnipegbiz.com](http://www.downtownwinnipegbiz.com)

## Public Show Hours & Admission Prices

Friday, 10 am – 10 pm

Saturday, 9 am – 9 pm

Sunday, 11 am – 5 pm

Adults \$12.00 plus Ticketmaster agency fee



Seniors prior to 5 pm \$8.00 plus Ticketmaster agency fee  
Children under the age of 10 years no charge

## **Security / Insurance**

Show Management and the Chief of Security for the WCC have arranged for 24-hour security of the Show Hall. However, the Show assumes no responsibility for theft or damage of materials and advises that it is important for Exhibitors to arrange for their own insurance for all exhibit materials covering transit and show days.

### **\*\*INSURANCE\*\***

The Exhibitor's property shall be placed on display and exhibited at his/her own risk. The Manitoba Homebuilders' Association – (hereinafter called MHBA) assumes no responsibility for loss or damage thereto, before, after or during the Show. The Exhibitor shall assume all responsibility for loss or damage to his property due to fire, theft, flood, lighting, earthquake, explosion, or any cause beyond the control of MHBA.

The Exhibitor agrees to indemnify and save MHBA harmless from any damage, expense, or liability whatsoever arising from any injury or damage to the public, the Exhibitor, the walls, floors, ceilings of the space and Exhibitor's property, occurring in the WCC, or the entrance to the building. The Exhibitor must arrange for sufficient public liability insurance extended to cover participation in the Show. Show Management recommends all valuable items, such as laptops, should not be left in your booths unattended.

## **Signage**

### **HANGING AND INSTALLATION**

Overhead signs hung from the ceiling are allowed. However, there is a charge and arrangements must be made directly with the WCC. Signage that extends beyond the height of your booth and impedes a neighbouring booth must be hung from the ceiling, above your booth. Order all services and rentals early to receive a discount.

Helium balloons are NOT allowed on the premises.

## **Smoking and Alcoholic Beverages**

The WCC is a Non-Smoking environment, which includes the loading dock area. Smoking is only allowed in designated areas of the WCC. Alcoholic beverages are not permitted on the show floor.

### **Solicitation**

No peddlers or agents are allowed on the premises. Distribution or depositing of advertisements or handbills is NOT ALLOWED without the express permission of Show Management. (City By-Law # 1076-75).

Please report anyone who appears to be soliciting business in the exhibit hall to Show management.

All Exhibitors must NOT solicit or sell outside their own display areas.

### **Sound Levels**

When audio equipment is being used or product demonstrations conducted, please remember to be considerate of surrounding Exhibitors. Show Manager reserves the right to mediate any sound disputes, which may arise between Exhibitors.



## Staffing of Exhibits

All booths must be staffed at all times.

## Winnipeg Convention Centre

For additional electrical, banner hanging, water and gas requirements please contact the WCC at 956-1720.

### TOP 10 TIPS FOR A TERRIFIC DISPLAY

1. Select a display structure that best serves your exhibiting goals and sales people.
2. Plan a creative theme that reinforces your marketing message.
3. Invest in large, dynamic graphics and signs.
4. Create vignettes that showcase what you sell.
5. Incorporate props to enhance product presentation.
6. Use creative methods to elevate products and literature.
7. Dress up the staff to reinforce the theme.
8. Add lighting to draw attention.
9. Color coordinate every element of the display.
10. Make sure the display exemplifies your company image.

By Susan Ratliff  
Reprinted from "Exhibit Like an Expert"

# Exhibitor's Time Frames

## Twelve Months in Advance

- ☑ Review the list of shows that your company should exhibit in.
- ☑ Check to see if booth space is available for the shows you desire.

## Six Months in Advance

- ☑ Establish your budget for each show.
- ☑ Confirm every exhibiting event in which you will participate.
- ☑ Reserve the booth space in the shows you select.

## Four Months in Advance

- ☑ Establish goals for the show and assign them to the team member.
- ☑ Decide on the marketing theme and begin designing display graphics.
- ☑ Set up your existing display to review its condition.
- ☑ If you will purchase a new display begin visiting potential vendors.
- ☑ Plan for the collateral you will take to the show.
- ☑ Review the exhibitor packet from the show promoter.
- ☑ Make a checklist of what items must be ordered, then order early.
- ☑ Begin selecting exhibit staff.
- ☑ Hold a meeting with both the sales and marketing departments to brainstorm your plan of action and marketing message.

## Three Months in Advance

- ☑ Finalize the work schedule for the exhibit staff. Make hotel and travel arrangements.
- ☑ Finalize the theme and marketing messages for graphics.
- ☑ Select and order giveaways that tie into the marketing plan.
- ☑ Determine if a pre-show promotion will be used to advertise and coordinate it with the booth theme.
- ☑ Place advertising and begin ordering supplies for pre-show mailers.
- ☑ Review layout for booth configuration.
- ☑ Write press releases and create a list of media contacts.

## Two Months in Advance

- ☑ Complete the work schedule and distribute duties and goals to staff.
- ☑ Brainstorm with the sales staff to develop a sales strategy and list potential objections that clients may mention at the show.
- ☑ Script the presentation along with objection rebuttals and distribute to the booth staff for memorization.
- ☑ Review the budget.
- ☑ Order booth graphics, display items and print materials.
- ☑ Finalize all services needed for the show and order them.
- ☑ Provide shipping information to vendors.
- ☑ Schedule installation and dismantle services if necessary.
- ☑ Finalize travel and hotel arrangements for the staff.

## One Month in Advance

- ☑ Create a VIP guest list, write and mail invitations.
- ☑ Hold a staff training session to review sales strategy and presentations.
- ☑ Confirm all ordered items are on schedule for delivery.
- ☑ Set up the exhibit and have the staff review for functionality.
- ☑ Make final decisions on display shipping schedule.

## Two Weeks in Advance

- ☑ Make checklist of items to be taken to show.
- ☑ Organize and pack supplies, tickets, service orders etc., to be sent in advance.
- ☑ Check on the progress of the display and graphics.
- ☑ Obtain checks or credit cards to be used for on-site expenses and payments.

## At the Show Before Opening

- ☑ Arrive early to register and pick up show ID badges.
- ☑ Confirm arrival of exhibit, equipment and services.
- ☑ Meet with I & D supervisor regarding booth set-up.
- ☑ Conduct pre-show briefing with staff and review goals.

## During the Show

- ☑ Conduct daily meetings to assess progress and organize leads.
- ☑ Reserve next year's booth space.
- ☑ Make arrangements to dismantle and ship your exhibit.
- ☑ Supervise the break down of the display and confirm shipping at end of show.

## After the Show

- ☑ Distribute show leads to the staff for follow up.
- ☑ Write thank-you notes.
- ☑ Hold post-show sales debriefing and brainstorm areas to improve.
- ☑ Confirm procedure for calculating return on investment.

By Susan Ratliff | Reprinted from "Exhibit Like an Expert"