



# Exhibitor Manual

## COMMUNICATION

LeadingAge Indiana sends all communications to vendors via email. If there is more than one person who should receive these communications, please let us know.

We ask vendors to share our commitment to corporate social responsibility by using recycled materials in their booth design and in their giveaway items. You can also limit the amount of collateral you bring to the trade show. In addition, LeadingAge Indiana will be collecting any leftover collateral that you do not plan to reuse and donating it to **Teachers' Treasures**. The mission of Teachers' Treasures is to serve the educational and creative needs of children in the greater Indianapolis area by providing a unique means to transfer donated merchandise from businesses and individuals to teachers for use in their classrooms and school.

## BOOTH SPECS

Each booth will be 10'x 10' with carpet and will have (1) six foot skirted table, (2) folding chairs, (1) wastebasket with liner, and an identification sign. Any additional supplies, electricity for example, will be at the vendor's expense. Instructions on how to obtain order forms from Excel Decorators will be emailed to the main contact directly from Excel.

## DECORATOR INFORMATION

Additional booth supplies such as electricity will be at the vendor's expense. Order forms for the show will be available online through Excel Decorators. Excel will be offering a new customer portal this year which will be available in January. Please look for an email from Excel with instructions at that time. Please direct all questions pertaining to booth decoration to Excel Decorators at 317-856-1300.

## THEME

The theme of the 2018 Spring Conference is **"LIFE ON PURPOSE."** The Education Committee invites you to participate in this theme by incorporating it into your booth design. Attendees will be invited to vote on their favorite booth, and the winner will receive first choice on exhibit space in 2019, as well as a discounted booth fee.

## LOCATION AND SCHEDULE

The Indiana Convention Center is located on Maryland & Capitol Avenues. Maryland is a one-way going east and Capitol is a one-way traveling south. The address of the convention center is **100 South Capitol Avenue**. Exhibitors may use the loading dock and proceed to **HALL D**. A map of the Convention Center is included for your information.

Set-up will begin on Sunday, May 6, 2018, from 2:00 – 5:00 PM, and will continue Monday, May 7, 2018, from 7:00 – 10:00 AM for hand-carried items. This time will be strictly enforced. Teardown will take place from 2:45 – 3:45 PM on Monday. Show hours are on Monday, May 7, 2018, from 11:30 AM – 2:30 PM. There is an optional Attendee Networking Reception on Monday evening from 5:15 – 7:00 PM at the Conrad, and an optional Executive Networking Breakfast and Nurse Leader Breakfast on Tuesday, May 8,

2018, from 7:30 AM – 9:00 AM at the Convention Center. There is an additional fee to attend both events and you are required to pre-register. A link with registration instructions will be sent separately.

## **FOOD**

Centerplate has exclusive food and beverage distribution rights within the Indiana Convention Center. No food, beverage, or novelties may be brought into the facility or sold without the express written consent of Indiana Convention Center Management (enticement candy excluded). This policy will be strictly enforced.

## **LUNCH**

Lunch for the participants and exhibitors will be available during show hours. Two complimentary lunch tickets will be given to you when you check in at the show. If you would like to purchase additional tickets, please contact Emilie at 317-733-2380. You must request additional tickets prior to **April 27, 2018**. **There will be no on-site sales of lunch tickets.** A link with registration instructions will be sent separately.

## **ATTENDEE LISTS**

LeadingAge Indiana will be providing attendee lists to all exhibitors in an excel spreadsheet format. Lists will be updated every Wednesday beginning April 4, 2018. Links to the lists will be sent via the Expo Scoop Newsletter that will be sent to the main contact on the Exhibit form.

## **IDEA ACCELERATOR**

Back this year, LeadingAge Indiana will be featuring an educational offering at the 2018 Trade Show! In the spirit of Ignite & the TED conferences, we are offering speakers the opportunity to showcase a 10-minute talk with no more than 20 PowerPoint slides to a small audience in the trade show. We are calling this the Idea Accelerator. If you are interested in participating in this very limited opportunity (6 slots), please check the box on your Exhibitor Information Form (see link in the Exhibitor Directory section below).

## **EXHIBITOR DIRECTORY**

We are putting together a directory of exhibitors which will be given to every conference participant. It will be an alphabetical listing, and you have the opportunity to include a sixty word maximum explanation of your product or service. We are gathering this information [via an online form](#) – you must complete this information by April 20, 2018 to be included in the directory.

## **DOOR PRIZES**

We are asking all vendors to supply a door prize to be displayed at their booth. LeadingAge Indiana will have coupons for those exhibitors who need these items. The winning names will be posted during the show from 1:45 – 2:30 PM. Please consider this as a way of increasing your exposure to the group and saying “thank you” to the facilities that have supported your services throughout the years.

### **Here is the plan for the vendors who bring door prizes to give away.**

1. Please display your door prize at your booth during show hours.
2. Attendees will fill out coupons at exhibit booths. Vendor coupons are available from the LeadingAge Indiana table if you did not bring any of your own.
3. Vendors will choose a winner at **1:30 PM** and a volunteer from the Education Committee will come to your booth to collect your winning name. LeadingAge Indiana will then post the winner’s name and direct them to claim their prize at your booth.
4. Be sure your entries include phone numbers and/or emails. If the winner does not claim her prize by 2:30 PM (at the end of the show), you will need to contact the winner to alert them of their gift. This may be a benefit, as you will get another chance to chat one-on-one!

## **SPONSORSHIP**

As we finalize preparations for the conference and trade show, we want to extend an invitation to your company to sponsor a portion of the event. There are many sponsorship options beginning at the \$100 level which can be tailored to fit your company's needs. For more information on what sponsorships are still available, please contact Jennifer Clark at 317-733-2380 or [jclark@LeadingAgeIndiana.org](mailto:jclark@LeadingAgeIndiana.org).

## **HOTEL RESERVATIONS**

The [Conrad Indianapolis](#): 50 West Washington Street Indianapolis, IN 46204 is the host hotel for LeadingAge Indiana Conference Attendees. Please mention the LeadingAge Indiana block when booking your reservation (800) CONRADS. Rate of \$169 + tax and incidentals. All reservations must be made by April 13, 2018. Please reserve early, last year we sold out!



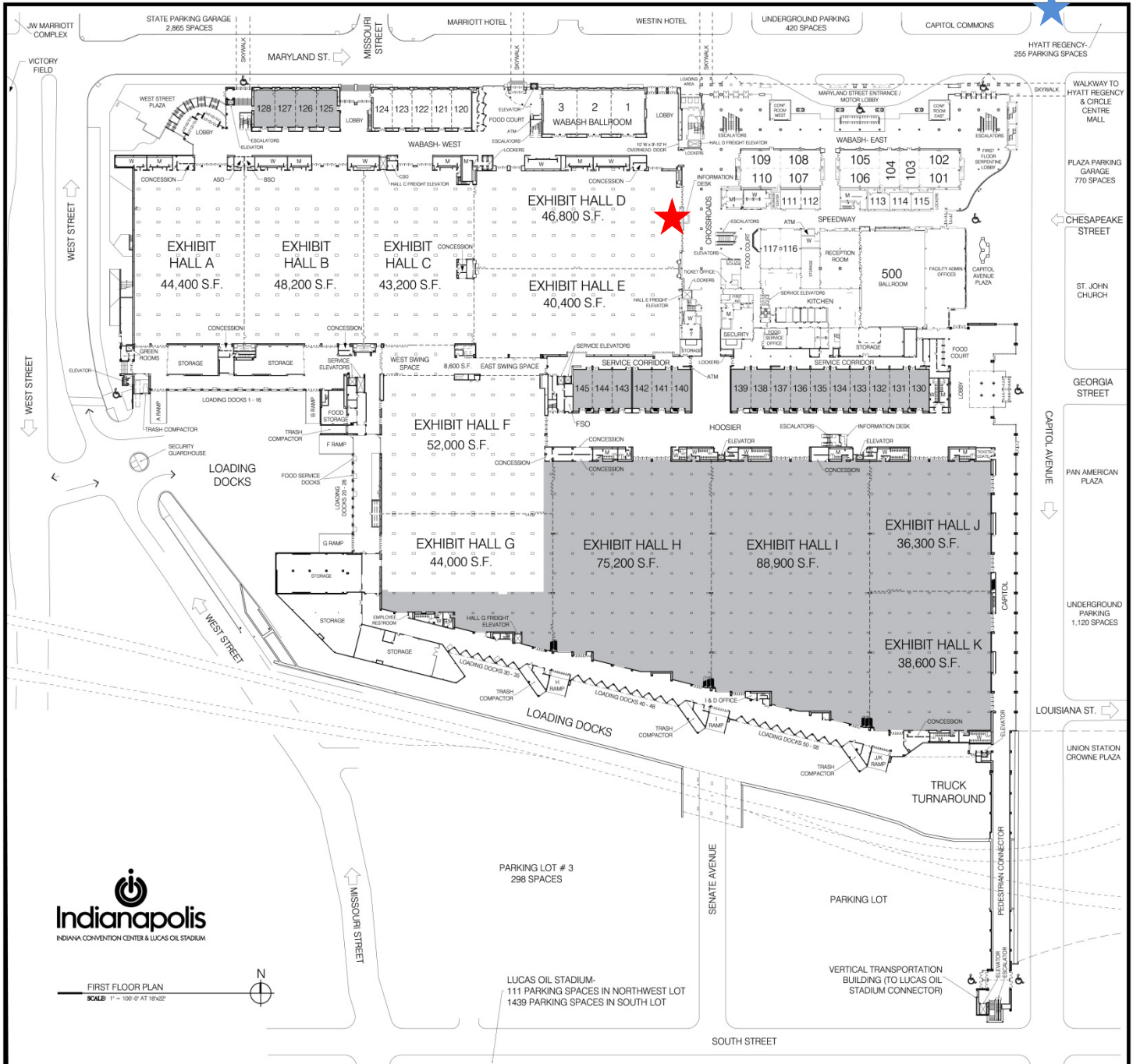
LeadingAge Indiana

# LIFE on PURPOSE

## SPRING CONFERENCE AND TRADE SHOW

Indiana Convention Center | May 7-8, 2018

# Indiana Convention Center Map



FIRST FLOOR PLAN  
SCALE: 1" = 100' OF ACT. DIM.

★ The Conrad: Host Hotel    ★ Hall D: LeadingAge Indiana Spring Conference Registration



## Exhibitor Tips

### Creating an Effective Exhibit

How your booth looks will have an impact on your trade show success. Use these tips to help you along.

#### 1. **Elate the senses**

Make sure people coming to your booth can experience your product or service. Let them touch, see, feel, hear or taste it. Are you selling decorative pillows? Display them in an appropriate setting and have samples that buyers can touch. Have you developed a new software package? Be sure to have multiple computer terminals available for attendees to try the package.

#### 2. **Keep it simple**

Don't go overboard with booth graphics. One large picture that can be seen from afar may have a greater impact than many small ones. A single catchy slogan that describes your business may say more than long blocks of text.

#### 3. **Gimmicks work**

Gimmicks and giveaways can also drive traffic to your booth. Hold a contest; give away pieces of candy; hire a masseuse and offer free back rubs. Just make sure that the gimmick fits your company's image and the sensibilities of your clients.

### Promoting Your Presence

Remember that the best trade show planning will fail if nobody knows you're there. The Center for Exhibition Industry Research (CEIR) estimates that as many as three-quarters of show attendees know what exhibits they want to see *before* they get to the show. Strong pre-show promotion will let your customers and prospects know about your exhibit. These tips will help.

#### 1. **Work the phones**

A month to 4 weeks before the show, start calling your top customers and prospects to set up meetings. Many people arrive at a show with a firm schedule and have little or no time for other booths, so it's important to get on that schedule as early as you can. Be sure to confirm all phone meetings a week or so before the show.

#### 2. **Send out mailings**

LeadingAge Indiana can provide you with an excel spreadsheet of pre-registered attendees. Instructions on how to download the sheet are included on page 2 of the manual. Try a simple pre-show mailing focusing on one or two benefits of dropping by your booth. Be sure it includes show contact information, including your booth number.

## **Planning Your Follow-up Strategy**

The time to plan your follow-up strategy is before the show begins. That way, you can reach prospects with your follow-up message while the show is still fresh in their minds. Here are some things you should know about follow-up.

### **1. Make follow-up a priority**

According to the CEIR, 80% of show leads aren't followed up. Make lead follow-up your number one priority after a show, taking precedence over just about everything else -- including catching up on what you missed while you were out of the office.

### **2. Write your follow-up mailer before the show**

Your post-show mailing can be as simple as a thank-you note or a brochure with a cover note. Write it and have it printed out before you leave for the show, so you can send the mailing immediately upon your return.

### **3. Qualify leads during the show**

Rank your leads by level of importance and interest, and base your post-show efforts on these priorities. Phone your hottest prospects within a week after the show ends -- the longer you let them sit, the staler they'll become. Send everyone else some kind of follow-up mailing.

### **4. Keep your promises**

Be sure that you keep any promises you made at your booth. Have enough brochures and product sheets on hand before the show so you can send out requested information promptly.

## **How to put together a Tool-Kit for exhibiting...this could save your day!**

### **Here's what you should include in your emergency kit:**

1. Scissors, utility knife, packing tape, Velcro™ adhesive hook and loop
2. Permanent marker wide tip
3. Permanent marker narrow tip
4. 12 Address labels with your company name
5. Screwdrivers: regular and Phillips head

### **Additional items you may want to include:**

1. Small pliers with wire cutting capability
2. Wide hooks that will fit over rod that holds drape
3. Picture wire
4. Hole punch
5. 4 small sheets of poster board for emergency signs

### **What if some or all of your display materials don't arrive at the show?**

#### **Here are some things you may want to have with your luggage just in case:**

1. A couple of company or product posters rolled in a tube
2. 200 business cards
3. An emergency supply of brochures
4. A rolled banner with your company name