



# 2014 Vendor Checklist

## By 3/3/14 – Submit Booth Sign form to LZACC

- Make sure my booth giveaways are ordered and advertising / direct mail is in place.
- Share my SHOWCASE 2014 promotional plans/contests/activities with the Chamber, so that they may be included in the pre-show advertisements. **Launch a new product or service at the Showcase!**

## By 3/17/14- Strategize and Prepare

- My handouts are designed and at the printer.
- My booth host staff is briefed on our expectations and strategies for promoting our business.
- My mailings have been sent.

## By 3/24/14- It's All Coming Together

- I have been in touch with my best customers to remind them of the SHOWCASE.
- My orders have been received.
- My staff is trained, ready and excited to participate this year.

## 4/4/14 - Putting it Together

- Wait for text message to set up my booth – targeting around 7-7:30pm? Review strategies and goals.
- Laurie's Cell 847-334-6755- ok to text and/or call

## 4/5/14 – Business & Community SHOWCASE is Finally Here

- 7-8:30 AM - Set up the items of value...Greet my booth neighbors...
- 9 AM -3 PM - See my customers...Meet new customers...Promote my business...Enjoy the day...
- 3-4 PM - Complete Vendor survey - Take down booth....Organize my leads...Plan to follow up next week!

**HAVE A GREAT SHOWCASE 2014!**



## **IMPORTANT NOTICE!**

**We need to reserve the limited parking spaces by the Field House for attendees—your customers!**

**On Friday evening and Saturday, please park in the lower parking lot by Church Street.**

**Transportation will be available at 9am to take you to the main entrance.**

**This is necessary in order to make it as easy and enjoyable as possible for the general public to attend and visit your booth.**

### **Special Instructions for Booth Set-Up on Friday evening and Saturday morning**

On FRIDAY evening there will be spaces near the Field House in the upper parking lot for you to use to unload your booth.

1. **First, register at the LZACC Table in the hall inside the School. You need the packet of material before you unload!**
2. **After you register, then unload your car. There are ramps directly into the Field House that you may use to take your supplies inside.**
3. **We need the unloading zone space for other exhibitors to unload! There are 90+ booth spaces, and plenty of parking spaces in the LOWER lot. PLEASE MOVE YOUR VEHICLE TO THE LOWER LOT AFTER UNLOADING.**



## 2014 VENDOR INFORMATION SHEET

**VENDOR Parking:** Please park in the lower parking lot by Church Street. We need to reserve the unloading spaces by the Field House for attendees—your customers!

### **Booth Details**

#### **Included**

- 8' x 10' booth area
- Table with cover and skirt
- Wireless Internet Connection
- Two chairs - Pipe and drape
- Event promotion
- Concession Area
- Complimentary food & beverage tickets

#### **Upon Request (Must be ordered by 3/4/14)**

- One business booth sign
- Electrical hook-up (must provide own extension cords)

### **Guidelines**

- Booths must be attended at all times
- Resale of booth space is prohibited
- LZ High School prohibits the use of heavy equipment
- No tape may be used on the gym floor
- No open flames allowed
- Helium balloons are allowed – a \$100 service fee will be assessed if any are caught in the rafters during/ after the event
- **Smoking is PROHIBITED on all school property**, inside and outside!
- The Lake Zurich Area Chamber of Commerce and Lake Zurich High School are not responsible for any loss damage to exhibitor property

### **Promotion of SHOWCASE 2014**

- Regional media coverage
- Direct Mail promotion to all surrounding communities
- Community-wide marquee announcements and thoroughfare signage
- Local media advertisements and press releases

**SHOWCASE Bingo!** To encourage attendees to visit every aisle in the new larger SHOWCASE exhibit floor, we are giving each attendee an SHOWCASE Bingo Card. Attendees must visit every aisle to get their card punched at 8 designated booths. Prize(s) for completing this are TBD.

### **Booth Prizes and Premiums**

Further enhance the impact of SHOWCASE by providing a give-away or a memorable prize at your booth. (Prize notification of winners is the responsibility of the exhibitor.)

### **Event Schedule**

**No Solicitation outside your booth is permitted – *please do not walk around and hand out materials as this is not allowed***

#### **Friday, April 4, 2014**

Estimating after 7pm- text will alert when it is ok to set up or you can call 847-334-6755 for updates

#### **Saturday, April 5, 2014**

- 7:00 AM to 8:45 AM Exhibitor arrival
- 9:00 AM to 3:00 PM Open to the public
- 9:00 AM to 3:00 PM FREE transportation from lower lot!
- 10:00 AM to 3:00 PM Entertainment from local groups
- 3:00 PM to 4:00 PM Booth take-down