

Blueprint for A Super Expo 17

FROM THE OFFICE OF The Greater Dalton Chamber

SCOPE	700+
PREP TIME	5.2.17 1-5pm
EVENT TIME	5.3.17 10-2pm
SCALE	#expo17



MATERIALS

Friendly Faces

Brochures

Give-away items

Advertise

Social Media

Creativity

DETAILS

Booth Price \$250

Electricity \$10

Premium Booth \$500

SPECIFICATIONS

Plan early and use social media [#expo17](#) to notify your customers.

Prepare yourself for success by setting up your booth on May 2nd.

Allow enough time: remember items break, buttons fall off, things spill, have extras on hand...just in case.

If you're marketing a new product, have samples on hand.

Make your booth interactive, play a game or host a drawing.

Have fun! People want to visit with engaging people.

Follow the recipe and don't cut corners or lines.

Share with your neighbors, you never know they could be future customers.