



5th Annual Akwesasne BUSINESS EXPO - REGISTRATION FORM

Tuesday, August 13, 2019

9:30 am - 5:00 pm

Akwesasne Mohawk Casino Bingo Palace

Company Name (hereinafter "Exhibitor"): _____

Contact Person: _____

Address: _____ Business Phone #: _____

_____ # of Attendees: _____

_____ Email: _____

Brief Business Description : _____

EXPO Promotional Activity: (Ex: free raffle, giveaways, samples, etc.) _____

Please check box if you would like more information about your company participating in the upcoming Job Fair in September 2019.

A EXPO DIRECTORY publication will be printed which will include Exhibitors business information and will be handed out to all Expo visitors. It will be useful for visitors to navigate the Expo and as a take away item that they can refer to in the future to contact favorite exhibitors. **Please register by Wednesday, July 24, 2019 for your company info to be included in the Directory.**

EXHIBITOR BOOTH FEE: (U.S. Funds Only)

_____ \$40.00

Electricity Fee: (limited spots available)

_____ \$5.00

Total Registration fee: \$ _____

REGISTRATION MUST INCLUDE YOUR PAYMENT. Acceptable payment methods are cash or checks made out to: Saint Regis Mohawk Tribe. Credit cards accepted by phone by calling SRMT Finance office at (518) 358-2272. Hand deliver your registration and payment to SRMT Office of Economic Development, Suite 204 Akwesasne Business Center, 447 Frogtown Road, Akwesasne, NY.

REGISTRATION AGREEMENT: Upon execution of this agreement, the Exhibitor shall be responsible for the payment of all charges contemplated herein and no refund shall be made to the Exhibitor if cancellation is made less than 7 days prior to the Expo.

It is agreed that the Exhibitors shall assume all responsibility for any loss, damage, or injury that they shall have or cause and that they shall indemnify and hold harmless the Saint Regis Mohawk Tribe, the Mohawk Council of Akwesasne, the Akwesasne Career & Employment Support Services (ACCESS), the Akwesasne Chamber of Commerce and their respective directors, officers, employees, volunteers, contractors and representatives from all liability which may ensue, from whatever cause. Exhibitors bear all risk and expense for any loss, theft or damage to their booth and its contents, and to bear the risk of injury to themselves and those working with them.

Signature: _____

Date: _____

Exhibitor INFORMATION

The **5th Annual Akwesasne Business EXPO** will be held on Tuesday, August 13, 2019 at the Akwesasne Mohawk Casino Bingo Palace located at 873 State Route 37, Akwesasne, NY. *This is a drug and alcohol free event.*

AGENDA (subject to change)

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|---------------------|---|
| 9:30 am - 10:30 am | Exhibitor Booth Set Up |
| 10:30 am - 11:00 am | Speed Networking |
| 11:00 am - 11:20 am | Presentation #1: Akwesasne Chamber of Commerce |
| 11:20 am - 11:40 am | Presentation #2: OPG Procurement |
| 11:40 am - 12:00 pm | Presentation #3: Adirondack North Country Association |
| 12:00 pm - 1:00 pm | Lunch |
| 12:00 pm - 2:00 pm | FREE Professional Head Shot Photography available |
| 1:00 pm - 1:30 pm | Native Craft Vendor Setup |
| 1:30 pm - 2:00 pm | Exhibitor Exclusive Preview of Native Craft Vendors |
| 2:00 pm - 5:00 pm | Expo Open to Public |
| 2:45 pm - | Entertainment Showcase #1 TBD |
| 3:45 pm - | Entertainment Showcase #2 TBD |

Expo Booth's: Booth space measurement is approximately 10' X 8', back curtains are 10' high. Please DO NOT pin anything to curtains. Hooks may be used to hang from pole. Includes 2 chairs and a 8' table, (table coverings are not provided), One assigned booth number sign.

Booth Set Up: Exhibitors will have access to the facility for set up at 9:30 am. Please do not extend your booth beyond the designated space.

Loading Zone: Offloading and loading is at the front entrance of the Casino's Bingo Palace. Event volunteer staff will be on hand to assist you. Parking is in the front parking lots.

Electricity: Only 15 booths are available with electrical connections for a fee of \$5 U.S. and are provided on a first come basis. Bring your own surge protector and extension cord. The Exhibitor assumes all responsibility for any equipment damage caused by power issues.

Internet Services: Wi-Fi internet service will be available.

Smoking: Designated smoking areas can be located on the casino gaming floor (see signs) and in parking lots.

Lunch: \$12 Casino vouchers will be provided to Exhibitors to enjoy towards lunch at any of the Akwesasne Mohawk Casino restaurant venues. *Any expenses beyond the \$12 value is the responsibility of the Exhibitor.*

Dismantling: Exhibitors must not dismantle before 5:00 pm. All belongings must be removed after the Expo.

Professional Head Shot Photography: Free service available to Expo Exhibitors by sign up sheet, between 12 noon to 2 pm. Digital portraits are usually used for engaging in social media, the 'about us' page, industry specialty sites, branding, showcasing the executive team, style and personality. Head Shots can be used for a variety of purposes such as LinkedIn personal profile, Facebook, professional resume, company publications and websites, marketing materials, articles and newspapers, etc. Participants will receive digital copies by email.

Entertainment: Two special entertainment showcases are being planned for the afternoon to help draw visitors. The entertainment will be presented at the back area of Expo.

Event Information: Call Mary Lafrance at (518) 358-2835 or Nola Benedict at (613) 575-2250, extension #1052. Visit websites: www.srmt-nsn.gov or www.akwesasne.ca or Facebook pages of Saint Regis Mohawk Tribe or Mohawk Council of Akwesasne.

Tips for a Successful Business Expo – Before the Expo

Define Your Objectives What do you hope to achieve at the expo? New contacts? Sell products? Grow your mailing list? Then plan your booth and your activities around achieving your goals.

Market Yourself Before the Expo Send emails to existing customers encouraging them to visit you at the show; Announce in your media ads that you'll be at the show; Use social media to encourage show visits.

Make a Sales Plan Offer incentives for visiting your booth such as the chance to enter a drawing or receive a free gift. Consider creating special pricing or package deals available to customers only at the show.

Marketing Materials Stock up on business cards, brochures and other marketing materials. And be sure all of your contact information is included on all of them!

Consider Limiting Your Offerings If you have multiple product lines, consider only bringing a select few to highlight. This not only makes transporting and setting up your booth easier, it prevents customers becoming overwhelmed with too many options. You can bring samples, brochures or photos of items not featured at the show in case customers ask about them and then follow up with those customers later.

Dress Comfortably, But Professionally Be prepared to be on your feet for most of the day. Wear comfortable shoes and layered clothing in the event of a cold or hot venue.

Bring in Back Up Have staff for family/friends to help you man your booth. Your booth should be manned at all times (or as much as possible) so having someone to relieve you throughout the day will make this easier.

Know the Venue Get as much information as possible about the venue and booth set up beforehand. Ask things like: Is a table provided? How large is it? How much space is in my booth? Is electricity/internet/lighting available? Are tablecloths/skirts provided? How long will I have to set up before the show starts?

Create a Contact Sheet Have a way to collect contact information from those visiting your booth for follow up after the show. It can be a simple notebook or a sign-up sheet – whatever is most user friendly for you.

Create a Packing List Think of everything you'll need for the show and use the list to avoid forgotten items. In addition to your display and marketing materials, be sure to include an emergency kit with items like scissors, tape, safety pins, cleaning supplies, pens/paper, hammer, screwdriver, etc..

Plan to Attract Attention In your booth, use bright colors consistent with your branding/logo; have good, clear signage. Place interesting items or your booth's focal point close to the aisle.

Create a Buzz Entice people to stop at your booth. Consider a drawing or giveaway, a demonstration of your product/service, video and/or large photos to give customers a close up look at your product, etc. Try to attract a lot of attention – visitors are drawn to booths where there seems to be a lot of action and interest.

Plan Your Booth Layout Draw out your design; Plan product displays and placement; Practice setting up; Take photos to bring as a reminder of how you set up.

Travel Light Keep materials as portable and lightweight as possible. Practice packing them in your vehicle!

Tips for a Successful Business Expo – At the Expo

Man Your Booth Be at your booth as much as possible. Having your booth manned at all times is ideal. Bringing staff or friends/family can help with this. If you must leave your booth un-manned, place a sign with the time you'll be back. Also, ask a neighboring business to watch the booth for you and inform guests that you'll be right back.

Walk the Floor See what is going on at the expo! Connect with other businesses and share ideas/experiences. See where visitors are drawn and note why.

Be Approachable Make eye contact, smile, and use good body language (no crossed arms). It's best to stand as much as possible and it may be wise to stand in front of your booth if you can do so without blocking the flow of guests. Put away your cell phone, tablet, laptop or book – remain focused on the potential customers in front of you!

Be Knowledgeable Practice a short elevator speech (describe what your business does in 30 seconds or less); Be able to briefly highlight the important features and benefits of your product or service.

Neatness Counts Keep your booth area clean and uncluttered. Store personal items and excess inventory under tables with covers or in your vehicle (another good reason to have helpers in your booth!)

Engage Customers Ask open ended questions to get conversation started. "What brings you to the show today?" "What product/service are you currently using?" "What can our company do to help you?" "What type of product/service are you looking for?"

Take Notes When talking to customers who need follow up, take notes about what you discussed and action points to follow up. The back of their business card is a great place to make notes and will be very handy after the show.

Compete Gracefully Don't criticize or degrade competitors when talking to customers. Focus on what *you* and *your company* can do for the customer.

Close the Deal Get customers to buy something, set up a follow up meeting, or get their contact info for future marketing depending on what your goals for the show are.

After the Expo

- Follow up with contacts in a timely manner after the expo.
- Make the contact personal, rather than using a form letter or email. Reference the conversation you had with the customer at the expo.
- Evaluate what worked for you and what didn't. Make notes for changes to make or things you'll do differently at future shows.