

# Business Showcase Guidelines

Tuesday, Aug. 17, 2010  
RBC Center

## SCHEDULE

- Check-In:** 1– 3:30 p.m.  
Please check in at the exhibitor registration tables in the lobbies of your assigned (East or West) exhibitor entrance of the Arena. Blank exhibitor nametags will be available at the registration tables.
- Set-Up:** 1– 3:30 p.m.  
Any display not set up by 3:45 pm will be forfeited. Exhibitors may use the East and West entrances of the Arena for set-up. No hand trucks will be available; however, you may bring your own.
- Event:** 4– 7 p.m.  
The South entrance of the Arena will be the official entrance for event attendees.
- Breakdown:** 7 – 8 p.m.  
All displays must be dismantled and removed by 8 p.m. Please do not break down before 7 p.m.

## EXHIBIT:

- Table:** You will receive one 2' X 8' table with tablecloth and skirting. Tablecloth and skirting colors will be white. No chairs will be provided.
- Display:** **Display must be contained to the TOP of the table. No items may be placed on the floor next to, behind or in front of the table. Display may not exceed 8 feet above the table. Table may not be moved or replaced with free standing display or other materials.**
- Selling:** Exhibitors are permitted to sell items directly during the event if they desire. Exhibitors may also give away promotional items.
- Signage:** A table tent sign will be provided for each table. You may provide your own sign or banner to attach to the **front of your table only. No signs or other materials may be affixed in any way to walls or other areas of the Arena.**
- Layout:** Exhibitor tables will be arranged on the concourse level of the Arena. Spaces have been assigned based on the order received. **You will receive your exact table location by mail shortly.**

## ELECTRICITY and PHONE LINES:

Because of the layout of the Arena, **no electrical power or phone lines are available.** Exhibitors should make arrangements for alternate power and phones (battery, cellular, etc.) if these are needed for your display.

## NOISE:

The use of sound devices, megaphones, loudspeakers, or undignified methods of attention is prohibited, where such methods interfere with other exhibitors.

## **PRIZE DRAWINGS & LOUDSPEAKER ANNOUNCEMENTS:**

Exhibitors will be allowed to have prize drawings. However, the exhibitor must notify the winner by telephone or mail. There will not be a public address system available for exhibitors.

## **EVENT ATTENDANCE:**

Expected attendance for this event is 800-1,000 individuals. It is open to the general public; however, it is being promoted as a business event, to a business audience.

## **PUBLICITY:**

Publicity for this event includes:

- Two postcard mailings to full Chamber membership (5,000+)
- Publicity in August Chamber Event Guide and on Chamber website
- Six advertisements in Triangle Business Journal
- Show program guide published in Triangle Business Journal and distributed at the show
- (40) 60-second radio spots on 99.9 The Fan, ESPN Radio and 620 The Buzz
- Live broadcast from the event on Aug. 17 by 99.9 The Fan, ESPN Radio and 620 The Buzz
- (15) "live" promotional mentions the week of the event by 99.9 The Fan, ESPN Radio and 620 The Buzz

## **SPONSORS:**

<b>Presenting Sponsors:</b>	Carolina Hurricanes, Greater Raleigh Chamber of Commerce, Triangle Business Journal
<b>Media Sponsor:</b>	99.9 The Fan, ESPN Radio and 620 The Buzz
<b>Beverage Sponsor:</b>	Pepsi Bottling Ventures
<b>Silver Sponsor:</b>	FeatureTel Time Warner Cable Business Class
<b>Bronze Sponsor:</b>	A3 IT Solutions Regions Bank

## **FOOD & BEVERAGES:**

There will be approximately 10 food vendors providing complimentary food during the event. Pepsi will provide complimentary beverages.

Non-food vendors may provide light refreshments if they desire, but are asked not to provide or sell beverages, including alcoholic beverages.

## **SECURITY:**

No special security will be provided in the exhibit area prior to, during, or after the event.

## **LIABILITY:**

The Exhibitor agrees to protect, save and keep The Greater Raleigh Chamber of Commerce, RBC Center, the Carolina Hurricanes and their representatives, employees and agents forever harmless from any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or the representatives, agents, or those persons acting under the express or implied authority of the Exhibitor.