

**To: Women's Fair 2012 Exhibitors**  
**From: Deanna Wheeler & Chris Veazey Brown**  
**Re: Important Exhibitor Information**  
**Please review and have all of your booth staff review, as well.**

**Booth #**  
**If you do not know your booth #, please check the Participating Exhibitor listing on [www.womensfair.com](http://www.womensfair.com)**

**Exhibitor's Packet:** This packet contains:

- Move-in schedule and information – Page 1
- Show admittance information and Booth Etiquette – Page 3 & 4
- Century II parking and shuttle bus information - Page 5
- Order forms for equipment rental, carpet and decorating from Helgersons – Separate form
- Service order forms for electricity, telephone, Internet, etc. from Century II – Separate form
- Hotel Accommodations – Page 5
- “Opening Night” information – Page 5
- Shipping and storage information – Page 6
- Wichita Eagle program/tabloid advertising rate sheet – Separate form
- Information on exhibitor badges and staff ticket information (Page 3) – **YOU WILL RECEIVE BADGES AND STAFF TICKETS WHEN YOU MOVE IN (unless you call for special arrangement.)**
- Poster information – Page 2
- Move-out – Page 1 & 7
- Marketing and Exhibit Hints – Page 8 & 9
- See our web site at [www.womensfair.com](http://www.womensfair.com) for this information and more.

**Women's Fair Schedules**

**Move-In**

Wednesday, Feb. 15, 2012  
(limited move-in)

**You will receive your move in schedule 2 weeks prior to show (only for specified exhibitors.) Unless you are notified, DO NOT MOVE IN ON WEDNESDAY.**

Thursday, Feb. 16, 2012  
\*Friday, Feb. 17, 2012

9:00a.m. to 7:00p.m. (Notice closing time change)  
8:00a.m. to 11:00a.m.

\* No vehicles allowed inside Century II on Friday – All move-in on Friday to be done through walk-in doors.

**Show Schedule**

Friday, Feb. 17, 2012  
Saturday, Feb. 18, 2012  
Sunday, Feb. 19, 2012

Noon to 8:00p.m.  
10:00a.m. to 7:00p.m.  
11:00a.m. to 5:00p.m.

**Move-Out**

\*\*Sunday, Feb. 19, 2012

5:30p.m. to 8:00p.m.

**\*\*No one is to begin breaking down booths until after 5:00pm or moving out until 5:30pm or until Expo floor is cleared of all Fair attendees. For the safety of all, we expect your full cooperation.**

**\*\*No vehicles allowed into building until 6:00pm if it is deemed safe by management.**

**Power Marketing**

Over 300 businesses will be participating in Women’s Fair 2012, and your collective efforts can form a far-reaching, powerful network that will multiply everyone’s results. The Women’s Fair will be advertised on local network TV stations, numerous cable stations, multiple radio stations, in the *Wichita Eagle* newspaper and other local and regional print media. **With your help, we can expand this powerful advertising/marketing campaign.**

**Girlfriend Discount Coupons - We are handling girlfriend coupons differently this year. The buy one, get one half price coupons will be good for Friday, Feb 17 ONLY. Via Christi Women’s Connection is sponsoring the coupons which will be available in February at the Via Christi Gift Shops; Via Christi Advanced Aesthetics & Plastic Surgery, 9211 E. 21st; Via Christi Clinic, 9000 W. Central; and the Dress for Success Wichita office, 1422 N. High.**

**HOW CAN YOU HELP US INCREASE ATTENDANCE?**

- If you have a **newsletter** or other **mailings** that will go out to your customers or prospects prior to the event, include information about Women's Fair 2012. We will be happy to furnish you with editorial information for your mailings at no charge.
- If you run electronic or print **advertising** prior to the Fair, add the sentence, **“See us at the Women's Fair, February 17-19 at Century II in Downtown Wichita.”**
- Use your **message board or website** to invite women to come see you at the Women's Fair.
- Give out our web address, [www.womensfair.com](http://www.womensfair.com).
- Use your social media, i.e. Facebook, Twitter, etc. to let people know what you’ll be doing at the Fair.
- **Posters:** Please hang posters (to be mailed mid-January) in a highly visible location at your business or at other establishments with whom you do business. Our combined efforts produce a huge impact!

**We look forward to working with you at Women's Fair 2012.**

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**WOMEN’S FAIR 2012 POSTER ORDER FORM**

(No charge)

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Number of Women’s Fair Posters requested \_\_\_\_\_ (No cost to you)

Call, fax or mail your request to:

**Women’s Fair – Kim Hollinger  
(316) 838-6895 – phone (316) 838-5353 – fax  
905 W. 12<sup>th</sup> – Wichita, KS 67203**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Women's Fair Policies and Procedures

### Exhibitors Show Admittance

#### **IMPORTANT - Please Make Sure All Booth Staff Read This Notice:**

Exhibitors and their booth staff are admitted to the Women's Fair **only** if they have their exhibitor's badge or one of the exhibitor staff tickets provided in your packet. If they do not have their badge or staff ticket, they must purchase a ticket for admittance to the Hall. In addition, if exhibitors or their staff bring friends or relatives, the exhibitor's badge **will not** admit additional relatives, friends or guests - it will only admit the Women's Fair exhibitor or booth staff personnel who is wearing the badge or using the staff ticket. Guests without passes must purchase a ticket. Badges allow unlimited admittance to wearer. Staff tickets admit one staff person, one time and are taken by the ticket taker at the door.

### **Exhibitors Show Admittance**

- Avoid inconvenience to you and to your personnel – it is **YOUR** responsibility to insure that you and your employees have the appropriate exhibitor's badge, ticket, or staff ticket. No admittance will be allowed without an exhibitor's badge, staff ticket or ticket.
- Guards and ticket takers are employed to take tickets and furnish show security. They are **NOT** authorized to allow or negotiate admission to the show to anyone without the appropriate ticket or badge.
- Exhibitors and their staff will not be allowed entrance into the exhibit area to "retrieve" a badge from an exhibitor.
- Tickets or badges will **NOT** be held at the door for pick-up.
- Only one person is admitted for each badge displayed. If friends or relatives come without a ticket or pass, they will **NOT** be admitted. You must make provisions for them ahead of time or purchase a ticket.

Exhibitors are allowed entrance to the show 1 hour prior to the public show hours each day; please check the schedules. For security purposes there can be NO exceptions to this rule.

Even though there are multiple entrances to Century II, only 3 entrances will be open for admittance. Expo Hall east door, the west dock door and the south door of Expo Hall. Please inform all booth staff of the show entrances and admittance rules. Please inform all booth staff of the location of pre-show entrance locations. You can hand carry items through the east doors, but you **MAY NOT** use carts.

### Payment Deadline

**All contracts for space in Women's Fair 2012 must be paid in full by the date indicated on your contract.**

### Booth Etiquette

Sharing one building with nearly 300 other businesses with over 400 exhibit spaces is highly dependent on some simple courtesies and consideration to your neighbors. This is just a reminder of some professional courtesies that will facilitate everyone having a positive experience:

Move-in and Move-out can be very hectic. We have hired additional staff both inside and outside the building to make this process as smooth as possible. Please follow their instructions, parking rules, your assigned move in times and unloading inside the building with a vehicle is limited to 15 to 30

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minutes. Be considerate – do not block others access to their booth. Remember others just like you are waiting to get in.

- √ During the show, keep any sound coming from your booth at a conversational level and contained to the booth and the area just in front of it.
- √ All business must be done within the confines of your booth space – not in the aisles and not walking through the exhibit hall.
- √ Provide a trash container at your booth if you are handing out food or beverage samples.
  - Booth staff should be asked to not take food samples from other booths unless they are actually considering the purchase of a product.
  - They should not try to make a meal out of fellow exhibitor’s samples.
- √ Respect your neighbor’s access to customers. Control **your** crowd. Make sure that the people visiting your booth or your staff are not blocking the front of other booths. If you need help with this, contact the Women’s Fair office at the North end of the exhibit hall.
- √ Door Prizes and shopping spree promotions are designed to generate more attendees for you; therefore they are limited to paid attendees.

It becomes very awkward when the Women’s Fair Staff and/or you have to deal with these issues during the Fair so please educate your staff before the show. We appreciate your assistance & cooperation – Thank you!

### **Passes and Badges**

**You will pick up your passes and badges at move-in on Thursday, February 16<sup>th</sup>, 2012. *OR* Call the Women’s Fair office at 316-838-6895 to make special early badge pickup arrangements,** delivery or to discuss the number of badges you need for booth workers. Exhibitor badges allow access to the show during all show hours and should be worn during move-in and move-out as well. Staff tickets can be utilized to augment your staffing requirements and are furnished to compensate in instances where badges do not cover all booth personnel, and are in addition to the exhibitor badges.

The following ratio of Exhibitor badges to tickets is based on booth size and should be more than adequate to allow you the necessary flexibility in scheduling.

Booth Size	Exhibitor Badges (multiple access)	Staff Tickets (one-time access)
10x10	4	5
10x20	6	5
20x20	9	5
20x30	12	5

Additional exhibitor badges can be purchased for \$10.00 each.

### **Exhibitor’s Discount Tickets**

Tickets are available at a discount price for exhibitors sold in lots of 15 or more. These tickets are available at the Women’s Fair office during move-in and prior to the Fair by calling 316-838-6895 and ask for Kim.

### **Parking**

Parking is the topic that seems to be of utmost concern to exhibitors and Women’s Fair attendees alike. As much as we would like, we cannot solve the parking situation around Century II, but we have enclosed information that will explain ways to avoid or simplify the situation. See the Century II Parking information sheet and area map included in this packet. **IMPORTANT:** Tickets will be issued by the

Wichita Police Department for expired meters and/or illegally parked vehicles. Make sure you park in a striped, designated parking space. Fire lane access to overhead doors must be left clear at all times. Illegally parked vehicles will be ticketed and towed by the City of Wichita. **Meters must be plugged all weekend. Women's Fair management has no control over parking requirements and restrictions.**

### **Shuttle Bus**

For your convenience, everyone should consider our FREE Green Party Bus for shuttle service to Century II. Shuttle riders can park free at the Lawrence Dumont parking lot located between Douglas and Maple on Sycamore Street. The busses run every 15 minutes from 1 hour prior to the Fair opening until 30 minutes after closing, Friday, Feb. 17 through Sunday, Feb. 19.

### **Electrical, Phones, Gas and Computer Connection Services**

Specific services are to be ordered direct from Century II. These service charges are in addition to your booth, and should be paid directly to Century II. See the work order form for details, rates and methods of payment. Be sure to order 2 full weeks in advance of the show move-in to ensure adequate time for installation scheduling and to avoid surcharges. **Any questions regarding electricity, i.e. did you receive my order form, did I order it, Internet or phone order questions should be directed to Century II.**

### **Booth and Display Equipment**

**BLACK** 8 ft. back drapes, 3 ft. side drapes, one **BLACK** draped table and 1 side chair are furnished per booth. Additional equipment can be rented from the Helgerson Company, see the work order form. Payment and arrangements should be made direct with Helgersons. **Your display should be a minimum of 4" narrower than your booth width and 4" shallower than your booth depth.** All booth activities and displays must be within your designated booth dimensions. The booth's table is 6' x 24" x 30" high.

### **Special Hotel Room Rates**

Women's Fair Group Rooms    Reservations: 1-888-421-1442 – make reservations now. It's first come/first serve.

Hyatt Regency Wichita  
(attached to Century II)  
400 W. Waterman  
Wichita, KS 67202

Room Rates:  
Single or Double \$99.00

Deadline: January 26, 2012  
or until availability lasts

### **RV Facilities**

Blasi Tire & Campground  
11209 W. Hwy. 54, Wichita, KS 67209  
316-722-2481

### **Shipping and Storage (exhibitor responsible for their own shipping arrangements)**

Century II or the Women's Fair will not receive nor store any vendor product, materials or equipment. Make sure booth number and Exhibitor's company name is on each shipment. **All shipments must be prepaid.** To arrange for advance shipment and/or receipt of materials or goods, please contact:

Henry Helgerson Company  
601 N Athenian  
Wichita, KS  
(316) 943-1851

OR

OK Transfer Company  
820 E. Zimmerly  
Wichita, KS 67211  
(316) 264-3391 or (800) 835-0112

### **Signs, Posters and Banners**

Signs, posters and banners are only authorized within your booth space. Any use beyond your booth space is strictly prohibited without prior approval. Unauthorized signs will be removed at your expense. **Signage is required to be professionally done. NO handwritten or amateur signs will be allowed,** they detract from the professional appearance of the Fair. The Women's Fair reserves the right to remove any unprofessional or inappropriate signage. All signs must be removed at the end of the Fair. Signage of stages and signs or banners hung from the ceiling of Century II is at the discretion of The Women's Fair Management and requires prior written approval. A work order must be completed for Century II to hang signs hung from ceiling or on Century II walls.

### **Smoking**

Century II is a smoke free facility. Smoking is not allowed in any part of the building.

### **Tape**

Masking tape is the ONLY approved tape for use on the walls or windows. Double-backed carpet tape is NOT allowed.

### **Balloons – NO BALLOONS can be sold or offered for free to attendees**

**Increase your booth visibility at Women's Fair 2012 with Balloons!** Balloon Studio is the only authorized exhibitor or decorator allowed to use balloons within Century II during the Women's Fair. Please place your balloon order by Monday, Feb. 13, 2012. The Women's Fair has entered into an exclusive contract with:

Balloon Studio  
Debbie Wierenga, CBA  
316-733-1029

### **Food**

City Ordinance #40-133 prohibits food or beverage being brought into the building. The Women's Fair Management is bound by law to comply; there can be no exceptions. Exhibitors may distribute sample portions only of food products. Exhibitors cannot offer full portions for free or for sale that would compete, in any way, with the exclusive food vendor and concessionaire at Century II. Food exhibitors may provide samples of their foods. (Samples are defined as a 1 oz. bite-size portion and drink size is 1 oz.)

### **Overhead Doors**

Century II may decide to close overhead door access during move-in and move-out based on weather conditions.

### **Unloading Time Limits**

There is a 15-minute time limit for loading and unloading. Please remove your vehicle promptly from the building so there is room for other exhibitors to drive in and unload.

### **4 Wheel Carts**

Century II has a limited number of 4 wheel carts available for use. Please unload promptly and return the carts to the unloading area immediately for use by other exhibitors.

**Move-Out - carts will not be allowed in the Hall until 5:30pm or until after the hall has been cleared of the public on Sunday, Feb. 19. Overhead doors will not be opened until 6:00 pm, or after the public is cleared of the building. Women's Fair officials will make this decision.**

**Trash and Housekeeping**

**Option 1:** Exhibitors can place their broken down boxes on the labeled 4-wheel cart which will be near the west overhead door next to the kitchen with the sole purpose being for broken down boxes.

**Option 2:** If there is only one person staffing a booth, they can give their **broken down boxes** directly to Century II Event Staff who will pass through the aisles on a regular basis. This same process can utilized during move-in, event days and move-out. At move-out, exhibitors can also leave **broken down** boxes in their booth.

**Coat and Package Check**

We have contracted with the Girl Scouts to provide coat and package check services for attendees during the Women's Fair. Be sure to let your retail customers know that they can check their packages and then come back for more!

**Liquid Propane Gas**

LP gas containers for demonstration purposes must be 4.25 pounds or less. Spare bottles must be left outside the building. Self-contained torch assemblies must have 1 pound LP gas bottles. LP gas tanks on commercial and recreational vehicles must be empty.

**Display Vehicles**

Display vehicles must have minimum gas, batteries disconnected, gas caps taped or locked and ignition keys removed.

**Women's Fair Contract Guidelines:**

Please review The Women's Fair guidelines on the back of your contract.

**Women's Fair Officials:**

The following persons are the only authorized individuals to answer questions about the Show's rules or policies.

Chris Veazey Brown and Deanna Wheeler, Women's Fair Owners

## **Tips For Success** **at the Women's Fair** **from Deanna Wheeler & Chris Veazey Brown**

*“We have been involved in trade shows for over 20 years and in that time have picked up many pointers and tips for a successful show experience. We are pleased to share some of them with you now.”*

- Include staff in your pre-planning. They need to know what you want to accomplish and what they should do to achieve those goals. Define your goals in terms of immediate goals and long-term net results. Solicit their input for maximizing predetermined goals.
- Make it easy for booth staff to do their job. Do they have the work schedule? Do they know about free parking at Lawrence Stadium and do they have change for the parking meters? An exhibitor's badge or staff ticket? Have they read all of the exhibitor's information, including rules and regulations?
- If you are doing a give-away, be sure that it works for you. Identify what you want to accomplish with the drawing? Find a way to identify good prospects (turn down a corner or place a grading symbol on the entry blank as you deposit it into the entry box). Preplan how you will manage follow-up with prospects with a mailing list following the Fair. Consider including marketing/demographic questions on the entry blank.
- Network with the other exhibitors, they can be a valuable source of information or they may be your next customer. Study the other displays to see what might work for your company in the future.
- Show Kit - here is a list of things you are likely to wish you had with you: Quarters, aspirin, band aids, sharpened pencils, note pads, business cards, sales materials, tape, wire, Windex, paper towels, stapler (one that opens) Kleenex, hammer, pliers, breath mints, 25' extension cord, a camera.
- Be enthusiastic and have fun. Thousands of women are excited to be attending the Women's Fair. Let them know that you are happy they are there. First impressions last a long time. Avoid using direct negative comparisons to sell against competitors' products or services. Sell your product or service on its features and benefits to the customer. The potential buyer is mentally doing the negative comparisons for you if you are doing your job right!
- Decide how to present your company or product. Will it be more effective to utilize demonstrations, interactive displays, set a mood, define your style, capture the imagination, create curiosity, play a game, use color or motion, inform & educate or create visual impact? Think outside the box! Exhibitors sitting behind a table with literature are boring.
- Design your exhibit space for the best possible results:
  - Does it visually send the right message? Will your exhibit stand out from a distance? Will it create a lasting impression that will be remembered after the show? Does it set you apart from your competition?
- Know when to hire a pro. If designing an exhibit space or planning promotional events are not your strength or time doesn't allow for proper attention, hire a professional.
- Over-staffing your exhibit can be as detrimental as under staffing. People are naturally intimidated when they are outnumbered or have to stand too close to others.
- Have you contracted for enough space to adequately present your product and to accommodate the crowd?
- Design your exhibit so people can step into your exhibit space. Once they have stepped into your space, you have earned their trust and that step is a strong signal of their interest. Do not put a barrier between them and your product.

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- Capitalize on your opportunities:
  - Build a prospect list or mailing list, test a new product, or do some research.
  - Sell direct at the Women's Fair. Women come prepared to buy.
  - Stimulate after fair business with special offers, discounts or registrations that encourages a visit to your place of business.
  - Buy an ad in the *Wichita Eagle's* Women's Fair Tabloid and benefit from double exposure. In addition to advertising on Sun., Feb. 7<sup>th</sup>, the Tabloid is our official program and is distributed to show attendees. Promote your location, your company or product, phone number, your demonstration or stage presentation, print a coupon ad, etc.
- Coupons with no expiration date or a 1-year expiration produce a better return.
- Train your staff:
  - Train your staff to welcome attendees into your exhibit, have a good time with them, stay light and friendly. It may be 30 minutes before closing, but to that guest, this is your first impression and may be your last.
  - Inform staff of the importance of focusing on the crowd in front of them and not on each other. They can visit with each other any time.
  - Utilize company name badges for the best personal impression. People like to know who they are talking to. If you do not have company badges, slip your business card into your exhibitor badge cover. (Be sure to keep the exhibitor badge under the card to show when entering Century II each day.)
  - Train your staff to ask qualifying questions.
  - Train your staff to ask attendees what they have enjoyed the most at the Women's Fair, or what brought them out today. You may learn a lot about your customers.
- Schedule an after-Fair critique and planning meeting to review results and plan follow-up sales and next year's exhibit.
- Professional dress and attire make the best first impressions, but remember comfortable shoes are a must. It's hard to smile when your feet hurt!
- Consider utilizing manufacturers representatives or outside professional staff. When possible, feature a mascot or utilize your company spokesperson if you have one.
- Signage:
  - Use professional signage only. Signage gives you professional credibility.
  - Remember your address or location on signage. It doesn't make sense to force prospects to go to the yellow pages and search through your competitor's names to figure out where you are.
  - Use your company slogan or positioning statement on your sign, it defines what kind of business you are and sets you apart.
  - Logos were specifically invented to create longer impressions, use them.
- Samples and giveaways always encourage people to visit your booth. Think about what you want to accomplish. You may want to hand them out to everyone or utilize them to gain qualified information.
- Decide how you will track your Women's Fair results. Here are a few suggestions: 1) Coupons printed especially for distribution at the Fair, 2) Marking, stamping, or punching your business card for a special discount after the Fair, 3) Offer a special Women's Fair give-away that must be picked up at your place of business, and 4) Give away a designated "dollars-off" card to be used on a purchase at your store.