

What is the Business to Business EXPO?

The Business to Business EXPO is a spotlight event for Stark County businesses. Presented by The *Repository* and the Canton Regional Chamber of Commerce, the B2B EXPO offers small to large businesses an opportunity to showcase their products and services while participating in valuable networking and educational sessions.

The B2B EXPO will be held at the Cultural Center for the Arts, located at 1001 Market Avenue North in downtown Canton, on Wednesday, October 26 from 7:30 a.m. to 6 p.m. The Exhibition Hall will be open to the public 8:30 a.m. to 6 p.m.

What kind of businesses should participate in the EXPO?

This is a show focused solely on business, both big and small. This is not a craft show, a consumer event or a retail showcase. Product and service sales are permitted and encouraged at this show, however, the show presenters reserve the right to decline any application or refuse any exhibitor which is not in keeping with the character of the event for any reason.

Who is hosting this event?

The *Repository* and Canton Regional Chamber of Commerce have partnered together to present this event. Sponsors of the event to date (7/20) are the Corporate University at Kent State Stark Campus. The event is chaired by Chamber President and CEO Denny Saunier and *Repository* Publisher and CEO Kevin Kampman.

Is this event the same at the Business Blast held in the past?

The Business Blast was a community event last presented in 2004 by area companies. Although there are similarities to the Business Blast, the B2B EXPO is a new event with a different approach to business networking and programming.

What costs are associated with this event?

As an Exhibitor, there is a fee to set up a booth in the Exhibition Hall. A standard booth includes an 8x8 foot display area, one 6' table, tablecloth & skirt and one chair. For Canton Regional Chamber members, the cost of a booth is \$299; non-members are charged \$449. Larger booths and custom spaces are available on a first-come, first-served basis. A complete list of costs is available on the Exhibitor Registration form. ***All fees must be paid in full in order to reserve a booth.*** Discounts are available for Exhibitors who complete the registration process before September 1, 2011. Each Exhibitor Booth purchase comes with a *Repository* advertising voucher, good for a free ad in the newspaper (some restrictions apply).

What size is a booth at the event?

Standard booths are 8' X 8' and include pipe and drape, one 6' table, tablecloth and skirt, one chair, and a \$200 *Repository* advertising voucher. Larger booths are available, but at a higher rate. Larger booths are 8' x 16' and include two 6' tables, tablecloths and skirting for both tables, two chairs, and a \$400 *Repository* advertising voucher. You may request a custom booth size but must discuss this with and get

approval from show presenters, *The Repository* and Canton Regional Chamber reps. Please email your request as soon as possible to marketing@cantonrep.com for pricing and availability.

What do I need to supply for my booth area?

Although your table will come with one table cloth and skirt, you are welcome to bring your own tablecloth. You are welcome – and encouraged – to bring your own identification sign to use as part of your display. Pins, tape, and/or staples are not allowed to be used to attach anything to the drapes. You may use binder clips or “S” hooks with fishing line. Decorations, displays and giveaways are all welcome and encouraged. If you require power, please remark that on the Exhibitor Registration form.

All booths must be staffed during ALL hours of the expo. All displays, demonstrations, or other activities must be confined to the limits of the Exhibitors’ assigned booth. No booth display element may extend beyond the contracted booth side boundaries. Failure to comply with these rules may result in exclusion from future Expos.

How can I get power to my booth?

Electrical hookups must be pre-ordered and arranged through the Canton Chamber/*Repository* prior to the event. Because power is limited in the Cultural Center, your booth location may be determined by any electrical needs. You are responsible for your own extension cords and power strips. Please bring a 50’ length minimum 14 gauge grounded extension cord for use. We strongly urge you to bring a surge protector plug-in strip, even if you have only one item to plug in. Please do not bring flimsy home extension cords; they can cause power outages and other problems.

How many people will be attending the event?

Like any event, it’s difficult to predict exactly how many people will attend. At minimum, the B2B EXPO should bring in 1,000 attendees. Because of our focused B2B theme, attendees will tend to be more qualified leads than a typical consumer show. Extensive advertising and public relations of the event should ensure maximum awareness throughout the region.

I’ve been contacted by several people regarding this show. Who should be my primary contact?

Because this event is being presented by both *The Repository* and the Canton Regional Chamber of Commerce, you may work with several people during the sales, registration and set up process. The following individuals can help you with any needs you may have:

- Nancy Leffler, Events Manager
Canton Regional Chamber of Commerce
p 330.458.2073 / nancyl@cantonchamber.org
- Maureen Ater, Director of Marketing
The Repository
p 330.580.8541 / maureen.ater@cantonrep.com

What is the advertising voucher?

As a partner in the event, *The Repository* is providing each Exhibitor with a complimentary advertising voucher. The amount of the voucher is based on the size of the Exhibitor Booth. The voucher can be used for black and white display advertising in *The Repository*. Classified, directories, online and special section tabs do not apply. This voucher cannot be applied toward an existing account, is non-transferable and must be used before the expiration date. The vouchers will be included with the Exhibitor Packet provided before the event.

Is there internet access at the Cultural Center for the Arts?

WiFi will be made available during this event at the Canton Memorial Civic Center. Please contact the show presenters with any specific technology needs or questions.

Is there a theme for the event?

Yes. The theme for this year's event is 'Unbox Your Business.' Although it is not requested, Exhibitors are encouraged to decorate their booth or display areas with this theme in mind.

How is the event going to be advertised?

The B2B Expo will be advertised heavily in *The Repository* and CantonRep.com, reaching hundreds of thousands of residents each day. In addition, advertising will appear in *The Independent*, *The Times-Reporter*, *The Suburbanite* and *The Jackson Suburbanite*. The Chamber's ACTION newsletter will include extensive information and advertising, along with the Chamber's website and e-blasts. In addition, radio and social media marketing will help reach even more businesses and consumers.

Do I need to provide a door prize?

No. There is no requirement for Exhibitors to provide a door prize for the event. Instead, we encourage you to offer prizes or incentives at your booth to draw in attendees.

I'm not a "restaurant" but can I serve snacks and drinks at my booth?

If you bring ANY sort of food items to your booth, please let either Maureen Ater at *The Repository* or Nancy Leffler at the Chamber know prior to the show. Contact information for them is listed at the end of this document. All food items must get prior approval. Beverages may NOT be served at any booths without specific approval.

When can I set up my booth?

Booth set up may begin by 2 pm on Tuesday, October 25 at the Cultural Center for the Arts. The building will close promptly at 6 p.m. that evening. All set up should be complete by that time.

When can I get into my booth on the day of the show?

For Exhibitors, doors at the Cultural Center for the Arts will be open at 7 a.m. on Wednesday, October 26. All booth set up should be complete by 6 pm on Tuesday, October 25. Early entrance to the Expo on Thursday, October 26 is made available only for last minute touch ups at your booth. No large equipment or boxes are permitted to be moved in at this time without explicit permission from the show presenters.

A breakfast kicks off the B2B EXPO on October 26 at 7:30 a.m. This is a ticketed event and will be held directly across the walkway from the Cultural Center at the McKinley Room in the Civic Center. The Exhibition Hall will officially open to show attendees at 8:30 a.m. Booths must be manned during ALL event hours. Tear down of your booth may not begin until 6 pm on Wednesday, October 26 (the end of the EXPO). No-shows and/or early tear downs may result in exclusion from future EXPOs. Exhibitors must leave the booth space in the same condition in which it was found. All boxes, crates, pallets, brochures, etc. must be removed. A fee will be assessed if trash is left in the booth space.

How do I register?

You must complete and submit the 2011 B2B EXPO Exhibitor Registration Form and payment in full must be received by *The Repository* no later than Monday, October 17. Booths will be assigned on a first-come, first-served basis upon receipt of payment in full. *The Repository* and/or the Canton Regional Chamber of Commerce have the right to decline any application or refuse any Exhibitor which is not in keeping with the character of the event for any reason.

Registration unaccompanied by payment ***will not be considered valid until payment is received.*** Selected booth space ***will not be held until payment is received.***

Is there a fee if I cancel my booth space?

A \$50 cancellation fee will be assessed for cancellations received up to October 13, 2011 and no refund will be given for cancellations received on or after October 14, 2011.

Where do Exhibitor's park at the event?

There will be no parking charges assessed to Exhibitors or attendees at the event as the presenters of the B2B EXPO have covered all associated parking expenses. However, Exhibitors are asked to park in a designated area while at the event.

Exhibitors should use the gravel lot located behind the ArtsinStark building (900 Cleveland Ave. NW near the Canton Museum of Art side of the building) for parking. Attendees will be encouraged to use the Parking Deck. No parking is permitted in the Nationwide Insurance building lot. No parking is permitted in front of or alongside the entrance to the Civic Center or Cultural Center for the Arts unless specific permission has been granted by The Repository and the Canton Regional Chamber of Commerce.

Are there any policies or procedures of which we should be aware?

Yes, the following policies and procedures apply to all Exhibitors and Sponsors of the B2B EXPO:

Fire Code:

The B2B EXPO complies with all fire codes and facility guidelines as outlined by the City of Canton and the Cultural Center for the Arts.

Management Liability:

The Repository, the Canton Regional Chamber of Commerce, the City of Canton, and the Cultural Center for the Arts or any of its agents or employees shall not be liable for any damage to the property of or loss to any Exhibitor, agents, servants, customers, or guests, any person using Exhibitor's allocated space, or his or its employees, agents, servants, subcontractors, customers or guests, expressly releases and discharged *The Repository*, the Canton Regional Chamber of Commerce, the City of Canton, or the Cultural Center for the Arts, its officers, employees, agents and servants, from any liability whatsoever, on account of any matter or thing arising out of, incident to, or connected with said EXPO. In any event, the EXPO's liability arising out of any kind of legal claim (whether in tort, contract, or otherwise) in connection with the exhibition will not exceed the price paid by the Exhibitor to rent the space.