

# Exhibitor Final Instruction Packet



## CityNorth of Scottsdale!

56<sup>th</sup> St & Deer Valley Road, Phoenix, AZ 85054

- Important information regarding the H&HLE
- Set-up Kit
- Tips for A successful Show
- Your company's designated load in/out times

To ensure a successful "Event"  
please read thoroughly!

[www.GoodLifeExpos.com](http://www.GoodLifeExpos.com)

# HIS & HERS LUXURY EXPERIENCE

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*His & Hers is looking forward to working in cooperation with you to make this Event successful for your company!*

**[www.GoodLifeExpos.com](http://www.GoodLifeExpos.com)**

# Directory of Phone Numbers

**Good Life Expos, Inc.**..... **480-459-5107**  
6735 East Greenway Parkway Suite 1003 Fax: **480-307-6536**  
Scottsdale, AZ 85254  
Web site: [www.GoodLifeExpos.com](http://www.GoodLifeExpos.com)  
Email: [Mandy@GoodLifeExpos.com](mailto:Mandy@GoodLifeExpos.com)

**City North**..... **480-319-8700**  
Nicole Jasinkas Fax: **480-513-3240**  
Related Urban I CityCenter of CityNorth  
5415 E. High Street, Suite 240  
Phoenix, AZ 85054  
[nicole.jasinkas@related.com](mailto:nicole.jasinkas@related.com)  
<http://www.citycenterofcitynorth.com>

**Pro EM**..... **602-252-8368**  
1450 E. Grant St. Fax: **602-252-**  
8306 Phoenix, AZ 85034  
[Brent.mabb@proem.org](mailto:Brent.mabb@proem.org) <http://www.proem.org>

## **Other Numbers**

AZ Department of Revenue ..... **60-2 255-2060**  
City of Phoenix Tax & Licenses ..... **602-262-6785**

## **City of Phoenix Fire Department**

150 S. 12<sup>th</sup> Street, Phoenix, AZ 85034..... **602-534-3474**  
Contact: Carma Flanigan Fax: **602-271-9243**

**PLEASE NOTE:** All exhibitors with motorized Vehicles/Motorcycles/Boats/RV's are required by the City of Phoenix Fire Department to obtain a "Vehicle Display Permit. All exhibitors obtaining canopies, walls or must present a Certificate of Flame Retardancy for all flame retardant fabrics and/or draperies specified by the Phoenix Fire Department.

# HIS & HERS LUXURY EXPERIENCE

## EVENT DETAILS

### SET UP HOURS

**Wednesday, February 17th, 2010**

**(Bulk Space Only 3:00pm-9:00pm)**

**Thursday, February 18th, 2010 AM HOURS**

**(Bulk Space Only 8:00am-12noon)**

**\*Drive in past fencing perimeter only permitted for unloading\***

**Thursday, February 18th, 2010 PM HOURS**

**(10x10 booths all floor placements 12noon - 9:00pm)**

**Drive in to loading dock permitted**

**Friday, February 19<sup>th</sup>, 2010 (Hand cart items only)**

**8:00 am - 10:00 am**

### SHOW HOURS:

Friday, February 19 , 2010

3pm – 8 p.m.

Saturday ,February 20, 2010

11 a.m.– 8 p.m.

Sunday, February 21, 2010

11 a.m. – 5 p.m.

### BREAK DOWN HOURS

Sunday, Febraury 21, 2010 (5:00pm-12midnight)

**(Must be completely moved out by 12 midnight)**

### LOCATION:

CityCenter of City North on High Street

**Off 101and 56<sup>th</sup> St.**

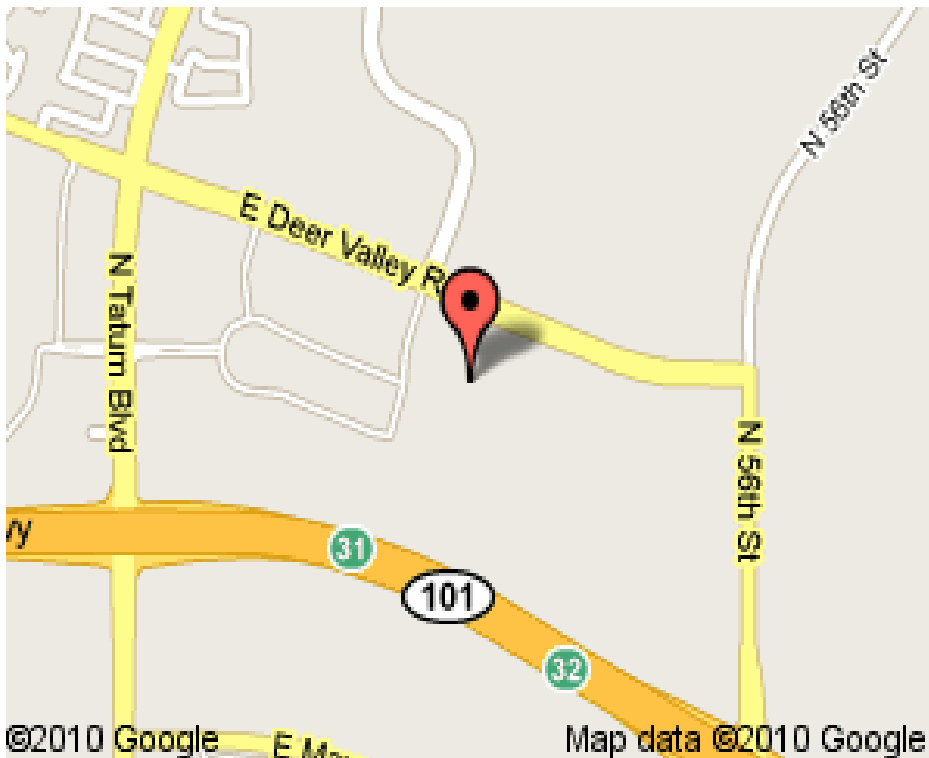
5455 E. High Street Phoenix, AZ 85054

**www.GoodLifeExpos.com**

CityCenter of CityNorth  
5315 East High Street, Suite 121, Phoenix, AZ  
85054(480) 355-0202

## 101 Freeway and 56<sup>th</sup> Street

CityCenter of CityNorth is located 1 Mile East of  
Tatum Blvd. between 53<sup>rd</sup> St and 54<sup>th</sup> Street.  
High Street runs parallel with Deer Valley Road



## EXHIBITOR INSTRUCTIONS

### **CHECK-IN:**

YOU MUST CHECK IN WITH SHOW STAFF LOCATED AT THE SOUTH-WEST CORNER OF THE MAIN PAVILION (REGISTRATION AREA) **BEFORE** SETTING UP YOUR BOOTH.

#### **Check-in Desk Hours:**

- Wednesday, September, 9 to 2:00 pm to 9:00pm  
**BY BULK SPACE APPROVAL ONLY-** See page #3 for your company's drive in times and exhibitor check-in.
- Thursday, September 10, 8:00am to 9:00 pm (**ALL BOOTHS**)
- **DRIVE-IN PERMITTED LARGE DISPLAYS ONLY**
- Friday, September 11, 8:00am to 10:00am **HAND CART ONLY smaller booths, DRIVE-IN WILL NOT BE PERMITTED** 4 wheeled Carts available for exhibitor use
- Saturday, September 12, 10:30am to 11:30am **HAND CART ONLY**

#### **Check -in Deadline:**

- Check-in deadline: 6:00pm on Thursday, September 10, 2009
- If you will be late you MUST call 720-936-6405 before Thursday, September 10, 2009 leave a message, otherwise we will assume you are not coming.
- **If you are not checked in or have NOT left a message by 6:00pm on Thursday, September 10, your space will be re-sold. All payments are non-refundable.**

#### **Freight Deliveries:**

- Related Urban Management will not except Freight! See page 11 for details

### **EXHIBITOR BADGES:**

- 3 badges/wrist bands per 10x10 booth given out at check-in. You may purchase additional badges for \$2 each.

### **BOOTH CONSTRUCTION:**

#### **His & Hers Provides:**

- 8 ft. curtain backdrop / 3ft. curtain sides (Black)
- Sign with booth number (leave posted entire show)
- 5Watts of general electricity

#### **SET-UP TIPS:**

- There are no ladders, dollies, brooms, etc. available. Please bring these items with you
- Move-in times are assigned and Exhibitors will only be allowed to drive in during scheduled times.

### **UTILITY INFORMATION:**

**Exposed cords/hoses must be safely secured to prevent tripping accidents**

### **DISPLAY RULES:**

- Please refer to the exhibit display policy for booth set-up guidelines. You must follow this policy. If you don't, you will be asked to change your display to be in compliance (pg. 8)
- Written authorization, permits and proof of insurance must be on file with the GLE in order for any company to use their own Motorized Equipment. (i.e.forklift, bobcat). For displays including any autos, off-road vehicles, motorcycles, and all display vehicles you must: Provide 4'x3' drip pan under ALL vehicles.
  - Tape gas cap closed and have **NO** more than 1/4 tank of gas
  - Unhook battery, disconnect battery at positive end and tape the terminal

# HIS & HERS LUXURY EXPERIENCE

## **INSURANCE:**

- Good Expos has a general public liability policy for attendees only.
- Per your Exhibitor Agreement, you must carry your own insurance and list Good Expos Inc, and the Related Urban Management Authority as additional insured.

**His & Hers Luxury Experience . is not responsible for any loss or damage you may incur**

## **RE-STOCKING YOUR BOOTH:**

- No vehicle access allowed after 8:00 pm, Thursday, February 18th, 2010
- You may hand cart items through the loading dock only. Please plan accordingly

## **EXHIBIT REMOVAL:**

Sunday, February 21, 2010 5:30 pm - 12midnight

All items must be REMOVED Sunday evening. If your exhibit requires special move out arrangements please see show management.

## **Rules:**

- Exhibitors may not dismantle their booths before 5:00 pm Sunday night
- Exhibitors found tearing down early **will not** be invited back to future events and money on deposit for future events will be non-refundable
- Anything left at the facility after 6:00 am Monday morning will be removed and any fees incurred in doing so will be charged to the exhibitor at the prevailing rate through show management
- Good Life Expos, Professional Event Management and Related Urban Management, are not responsible for items left

## **MISCELLEANOUS**

### **SHOW DECORATOR:**

- Professional Event Management is the show decorator and is included in this exhibitor service kit for your convenience

### **SECURITY:**

- Security will be on site the full run of the event to include set-up and tear down
- We suggest you cover your booth and remove any valuable small items each night

# **EVENT RULES**

***Please observe the following rules at all times. These guidelines and the policies found on the back of your Exhibitor Agreement will be strictly enforced at His & Hers Luxury Experience***

## **No Early Tear Down**

The Event does not end until Sunday at 5:00pm. By tearing down early, you lose the respect and future business of customers who are at the Event Sunday afternoon.

## **Exhibitor Licenses**

All exhibitors must have all city and state licenses in place to participate in the His & Hers Luxury Experience Event.

## **Exhibit Display Policy**

On the backside of this page you will find our exhibit display policy. Please follow these guidelines. If you have a display that does not fall within the guidelines you must get prior approval from show management. We will make every effort to accommodate your requests, however, we cannot guarantee approval.

## **Hazards**

You are responsible for your booth space. Look in and around your booth to be sure there are no hazards to the attendee. All electrical cords and hoses must be taped and covered to avoid any and all hazards.

## **Noise Levels**

Activity and upbeat noise is permitted, however, obnoxious use of any sound equipment and/or microphones is prohibited unless approved by Management. Any electronic equipment, microphones and machinery that are determined to be disrupting to other exhibitors will not be permitted.

## **Models**

His & Hers Luxury Experience Event does not allow “distasteful” strippers, leg shows, wet-tee shirt or bikini contests at the event. All models must be appropriately dressed for the venue.

## **Sales Guidelines**

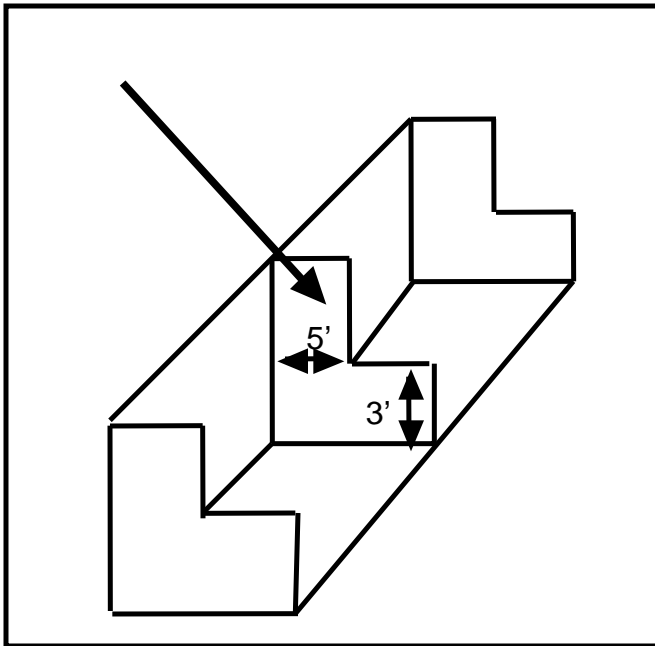
You must stay within your allotted booth location when handing out your sales literature. **Handing out literature in the aisles or laying flyers around the Event is strictly prohibited.**

**Please call the Good Life Expos, Inc. office with any questions that you may have regarding these policies.**

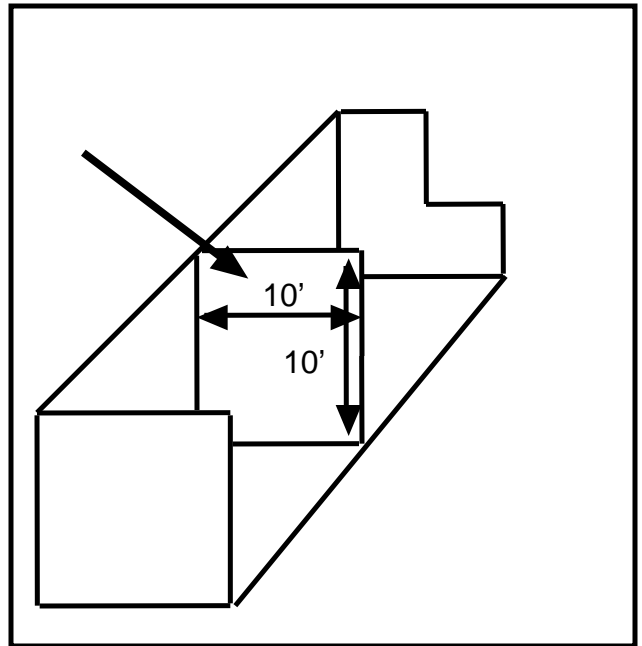
**480-459-5107**

# Exhibit Display Policy

## Correct Booth Set-Up   Incorrect Booth Set-up



The side-wall on this booth is within the Exhibit Display Policy and is not blocking the view of the neighboring booths. **Booth**



The side-wall on this booth is blocking the view of the neighboring exhibitor.

**Specifications:** ALL EXHIBITS MUST BE APPROVED BY THE FIRE MARSHALL.

IE: 12:00NOON FRIDAY FEBRUARY 19th. NO LARGE INFLATABLES, HELIUM BALLOONS OR CONFETTI ALLOWED!!

- Booth draping is cloth, with an 8 foot high backdrop drape and 3 foot high side drapes.
- Your display may be 8 feet tall across the back and may extend to the halfway mark (5') from the back of your booth going towards the aisle at this height. The front half (5') of the booth display must remain below the 3-foot drape-line.
- A presentable and finished appearance is required on all areas of the display that is visible to the public.
- Unfinished areas must be draped or closed off in some way at the expense of the exhibitor.

**Any exceptions to the above must be approved and in writing by Show Management prior to the Event.**

# Tips For a Successful Expo

***Congratulations on taking your first step to creating new business for your company!***

The His & Hers Luxury Experience is the single best marketing tool available for your company, if you plan properly! Now that you have invested in a exhibit space at the upcoming His & Hers Luxury Experience Event, listed below are ideas that will help you plan for a profitable event.

## **Pre-Expo**

### **A. Hold A Management and Sales Staff Meeting**

***Invite your management team and sales staff to a pre-show planning meeting: get their input and ideas for a pre-Expo strategy.***

- Decide on the image you want to project to your customer
- Design a promotional package to focus on during the Event
- Plan your display. Include the proper signage and printed materials you will need
- Develop a sales plan; look for “key” words to listen for when talking to potential clients
- Set goals for your sales team
- Develop the follow-up sales process and set follow-up deadlines for your staff
- Create your Event staffing schedule

### **B. Have Your Sales Team Prepared**

- Know your product line and how to sell it enthusiastically
- Know your competition but never speak poorly of them
- Prepare the printed materials that your staff will use at the Event
- Call and invite prospects to the Event
- Mail invitations with discount passes provided by the His & Hers Luxury Experience.

## **While at the Expo:**

***First impressions are crucial. Make sure you are portraying a professional image.***

- Keep a clean booth
- Appear open and inviting
- Listen for key words, ask questions and be ready to take action
- Be sure to let your customers speak too
- Call your customers by name
- Ask for an appointment and ask your potential customer for their business card
- Fill out your lead card. Make special notes that will help you remember the client

## **After Expo Follow up:**

***Not all of your sales will happen at the Event, as a matter of fact, only 1/3 of business is actually written while at the Event or in the following few months. The correct lead follow-up will be a huge part of your Event success!***

- Have a post-Event staff meeting to review the event
- Follow-up on leads immediately. With every day that passes your HOT leads become colder! If you don't act immediately, your competition will earn the sale
- Honor your Show promotions for a limited time after the Event
- Follow-up on business you closed at the Event. This will instill confidence in that customer, which can lead to further business by word of mouth
- Start planning for your next His & Hers Luxury Experience Event based on your experience at this event

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# Exhibitor Do's and Don'ts

## Do:

- Have a professional / put together appearance
- Smile at your potential customers
- Wear your Exhibitor badge at all times
- Be friendly, engaging and approachable
- Keep your booth number posted so you can be found
- Focus on your company and your customers and be enthusiastic. By doing so, you will always get the sale

## Don't:

- **DON'T** Sit in your booth looking bored, tired, distracted or angry
- **DON'T** Solicit attendee's in the aisleway's
- **DON'T** Read in your booth
- **DON'T** Smoke or smell of cigarette smoke
- **DON'T** Talk on a cellular phone while in your booth
- **DON'T** Chew gum in your booth
- **DON'T** Eat or drink in your booth
- **DON'T** consume alcoholic beverages at the Expo.
- **DON'T** leave your booth unattended-you are missing customers
- **DON'T, EVER,** bad mouth a competitor! You will only make yourself look bad and give the impression that you don't have anything good to say about your own company and your products and services

## Phone Tips for effective "after Event" lead follow-up

1. Set a clear objective for each call before you pick up the phone
2. Give your name and identify your company right away
3. Have a cheerful and confident voice when following up on leads
4. Call your customer by name throughout the conversation
5. Thank them for visiting your booth, and reference the specific product this customer had interest in
6. Make sure you personalize the call with the notes you made on the lead card
7. Ask for the sale!
8. Set the next action date