

# Fort Frances Chamber of Commerce Business & Community Expo 2022



## Exhibitor Guide

<b>Show Times</b>	Friday, May 13	4:00 pm - 8:00 pm
	Saturday, May 14	10:00 am - 4:00 pm
<b>Location</b>	Fort Frances Curling Club, 300 Eight Street East, Fort Frances, ON	
<b>Set-Up</b>	Thursday, May 12	10:00 am - 10:00 pm
	Friday, May 13	8:00 am - 3:00 pm
All exhibits must be set up by 3:00 pm Friday		
<b>Tear-Down</b>	Saturday, May 14	All displays must be taken down by Saturday, after 4:00 PM

## EQUIPMENT

Your 10' x 10' booth will include one 8' table and two chairs. Extra tables, chairs are available if required. These items may not be available on the day of Thursday, May 12.

## FLOOR PLAN

Exhibitors will be assigned booth space closer to the event date and a floor plan will be made available at that time.

## HAND SANITIZER

The EXPO will have 2 hand sanitizer stations, one at the entrance and one at the exit. The Chamber booth will also have a few on hand. We request that you do have a bottle of hand sanitizer at your individual booth as well as disinfecting wipes for your own use.

## ELECTRICITY

Electrical outlets will be **available if required**. Please check the appropriate box on the Booth & Equipment Form if you require electricity to your booth as not all booths will have access to power. **Extension cords are the responsibility of the exhibitor.** Electricity is NOT available for the inside Booths.

## AMBASSADOR SERVICE

To give you a well-deserved break periodically throughout the Show, ambassadors will be available to all exhibitors for 15-minute time blocks.

## EXHIBITOR BADGES

Two exhibitor identification badges will be provided during set-up. These will serve as your official identification during the GNOR Roadshow. If you require additional badges, please make your request on the Booth & Equipment Form, or contact the Chamber office at 274-5773.

## Exhibitor Lounge

Get away from all the hustle and bustle of the weekend in a quiet location, exclusively for exhibitors. Sit back, relax, sip on a cup of complimentary coffee, network with other exhibitors and enjoy snacks like muffins, donuts, popcorn, fruit & veggies.

## Rules & Regulations

### USE OF BOOTH SPACE

The Exhibitor shall not assign the Contract or sublet or lease or permit the whole or any part of the assigned space contracted for, unless authorized by the Show Manager. The Exhibitor display, including carpeting, must remain within the confines of the booth dimensions.

### SALE & DISPLAY OF GOODS

The intent of this show is to always provide a full display of goods and materials to the viewing public, **and it is encouraged to have items for retail in your booth**. Small items may be sold and / or removed from the display only if that item can be replaced in the display immediately. Large items may be sold but not removed, unless replaced immediately, or until the close of a display day and must be replaced with another item before the opening of the next display day.

### CHARACTER OF THE EXHIBIT

The EXPO Committee reserves the right to decline or prohibit any exhibit or Exhibitor not approved by the GNOR Committee. This regulation covers persons, things, conduct, printed matter, souvenirs, emblems and all things which affect the character of the exhibition. Each Exhibitor will be provided with a basic booth consisting of an 8' table and 2 chairs. Your own furniture may be used, provided that the professional looking nature of the Show is at all times maintained.

### AUDIO/VISUAL

The operation of microphones, loudspeakers, televisions, or other amplifying equipment must be at a sound volume so as not to disrupt adjacent Exhibitors and is subject to the approval of the Show Manager.

### ELECTRICAL CONNECTIONS

Electrical outlets will be **available if required**. Confirmation of power needs must be arranged with the Show Manager prior to set-up. **Extension cords are the responsibility of the Exhibitor and not supplied by the Expo Committee.**

### LICENSES/PERMITS

Any licenses or permits required to display or sell the Exhibitor's products by any Federal, Provincial, Municipal, or other authority are the sole responsibility of the individual Exhibitor and shall be obtained at his or her expense and displayed, if necessary, or held in the exhibit area throughout the duration of the Show.

### INSTALLATION OF EXHIBITS

Exhibitor set up will be scheduled for Thursday, May 12 from 10:00 am to 10:00 pm and Friday, May 13 from 8:00am to 3:00pm. Display changes may only be done before the Show opens each day and must be completed no later than 30 minutes prior to the Show opening each day.

## **REMOVAL OF EXHIBITS**

Exhibitors **ARE NOT** to commence removing any part of their display prior to the close of the show at 4:00 pm on Saturday, May 14. All exhibits must be removed by Saturday evening. Security will not be provided following the close of the show on Saturday. Any exhibits not completely removed by the scheduled time may be charged for any extra costs incurred by the GNOR Committee.

## **CLEAN UP OF EXHIBIT FACILITY**

It is the Exhibitor's individual responsibility to always keep their booth space clean. Clean up of booth area is also the responsibility of the Exhibitor after removal of the display.

## **SHOW STAFFING**

The Fort Frances Chamber of Commerce will maintain a booth on the premises for the duration of the Show. The Fort Frances Chamber of Commerce Committee will provide "Ambassadors", allowing all Exhibitors periodic breaks. These ambassadors will be always available during the Show, limited to a 15 minute-break.

## **ADVERTISING**

The GNOR Committee will conduct a substantial advertising campaign prior to the Show. It is highly recommended that each individual Exhibitor advertise in their social media as well. Make the best of this opportunity to create greater public awareness of your business, to promote your products or services.

## **PRIZE DRAWINGS, PROMOTIONS & INCENTIVES**

To generate foot traffic for each booth, Exhibitors may have a Prize Drawing. The Prize Drawing should be related, or closely related, to the product and / or service displayed. We recommend placing the draw box at the rear of your booth so that attendees are drawn into your booth to look at your display. It is the responsibility of the Exhibitor to draw the name of the winner, contact that person and arrange for delivery of the prize. Out of town Exhibitors may leave their prize(s) for pick up at the Chamber booth.

## **FOOD AND REFRESHMENT**

Any sale of food or refreshments requires approval of the show Manager.

## **AMENDMENTS**

The GNOR Committee shall have the full power to interpret these rules. Wherever these rules do not cover, the GNOR Committee reserves the right to make such rulings as may appear to be in the best interest of the show, and the Exhibitor agrees to accept and abide by such rulings.

## **FAILURE TO ABIDE BY THE CONTRACT**

Failure to abide by the Terms of the Contract or this set of Regulations may result in the removal of the Exhibitor and his or her exhibit. The Expo Committee reserves the right to re-let such space(s) in the event of such a breach.

## INSURANCE

Exhibitors are required to carry their own public liability and property damage insurance and must insure their own goods. The Fort Frances Chamber of Commerce, Town of Fort Frances, the owner of the facility, nor their representatives will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor's employees or property from any cause whatsoever, prior to, during, or after the period covered by the Exhibitor contract. The Exhibitor shall indemnify the Fort Frances Chamber of Commerce, Town of Fort Frances, their agents, and employees for all liability resulting from the Exhibitor's acts or omissions. Security is provided by the Expo Committee for the general protection of the building and property. This in no way implies individual protection of exhibit contents, products, etc.

## Printing & Promotion

The EXPO has put together a substantial advertising campaign to promote the Staycation 2022 Business Expo including:

- **Radio** - commercials, on-air interviews, & live-broadcasts in Fort Frances.
- **Newspaper** - several ads prior to the show and many news articles right across the district.
- **Posters!** - Posters! Posters!
- **Mass e-mails** - to businesses across the Rainy River District

We encourage Exhibitors to conduct their own advertising in addition to our campaign to help make this one of the best shows ever!

## Advertising Opportunities

93.1 The Border

807-274-5341

Fort Frances Times

807-274-5373

## Printing Services

Good Impressions Printing

807-274-3233

Fort Frances Times

807-274-5373

## Exhibitor Benefits

- Meet Hundreds of Customers Face to Face
- Increase Sales Opportunities
- Listen to Customer Feedback
- Introduce New Products or Services
- Share Product Samples
- Increase Exposure

## Tools for a Successful Show

It has been a long-standing tradition that we have business cards on hand for our visitors as they visit our booths. It has been found that most of these cards get placed in the event swag bag and discarded after the show. As most of the visitors have cell phones, we recommend that you have a blow up of your business card with all contact information on it, website, email, phone number. Another great idea is to have your QR code displayed that they can focus on and then save your website in their phone. Remember to have your booth staff trained on how to save the website for the visitors! This way they can pull up your contact info or website no matter where they are!

This year we are moving to a more open booth style. We request that no table be placed at the front of your booth unless you are working with food. We want the visitors to be welcomed **into** your booth and enjoy what you have to offer rather than only stopping to sign up for your draw prize and moving on. The most successful booths are those that invite visitors in and so we suggest that if you are offering a booth prize - that draw box be positioned at the back of your booth.

You must attract **attention** and build sufficient **interest** for your visitors to look at what you have on display. This helps create a **desire** and gets them further into the booth.

### Do's

- Know your products and services
- Know your booth & the show
- Be honest if you don't know
- Keep booth neat and tidy
- Be well groomed & confident
- Treat all visitors equally

### Don'ts

- Leave your booth unattended
- Sit down for long periods of time
- Drink alcoholic beverages
- Talk with colleagues for long periods of time
- Visit other booths during show hours
- Knock the competition

**Demonstrations** give you the opportunity to show customers your products or services firsthand. Many visitors come to shows for this reason. The ability to see, feel and perhaps operate a product is extremely attractive, and so is the opportunity to have it demonstrated by an expert who is available for questioning.

Have a **work schedule** for your booth. The maximum shift length for any one person for efficient performance is four hours. The ideal time is two hours. A two-hour shift followed by a two-hour break seems to be the best arrangement for peak performance.

## Promotion

**Pre-Show Promotion:** Your objective here is to let as many people know that you are participating in the show, where you will be located and why they should make sure they visit your booth. You should generate some excitement and expectations by describing new products, features or benefits.

## Show Checklist

### Pre-Show Activities:

- Planning, promotion, & training
- Discussion of goals
- Travel arrangements
- Move in

### At the Show:

- Staffing and scheduling
- Quality of booth
- Comparison with competition
- Literature and other materials
- Signs and graphics
- Accessibility, show services, concessions
- Technical back-up
- Caliber of demonstrations and displays
- Staff knowledge, ability to answer questions
- Lighting, floor coverings, location
- Traffic, audience quality
- Registration and follow up system

### Post-Show:

- Storage of booth
- Lead follow-up
- Tear down and move-out
- Accuracy and reliability of statistical data
- Overall impressions and recommendations

## Accommodations

### Bayview Motel

801 Colonization Road East • Phone: 807 274-5347 • Email: [htcat@icloud.com](mailto:htcat@icloud.com)

Located on the East End of town on Hwy 11, overlooking beautiful Rainy Lake & next to scenic walkways. Minutes from the Marina, Memorial Sports Centre & Library, adjacent to Rainy Lake Sports & Restaurant. All Standard Rooms include fridge, most have microwaves, AC, Wi-Fi, TV & phone. Kitchenette units available with fully equipped kitchens.

Standard 1 person	2 persons	3 persons	Kitchenette Units
\$109.00	\$109.00	\$119.00	Range from \$149.00

### La Place Rendez-Vous Hotel

1201 Idylwild Drive • Phone: 807-274-9811 • Toll Free: 1-888-544-9435 • Email: [info@rendezvoushotel.com](mailto:info@rendezvoushotel.com)

Located on the shores of beautiful Rainy Lake. Dining Room, Lounge, Licensed Outdoor Patio, Sand Beach, 70 Rooms, Banquet/Convention Facilities. Jacuzzi & Deluxe Rooms, wheelchair accessible rooms.

	Regular	Lakeside
1 person, 2 queen beds	\$139.00	\$149.00
2 people, 2 queen beds	\$149.00	\$159.00

### Super 8 Motel

810 King's Highway • Phone: 807-274-4945 • Toll Free: 1-800-800-8000 • Email: [super8ff@shaw.ca](mailto:super8ff@shaw.ca)

Located in West End of F.F. Suites, Jacuzzi Room, Executive Suites. Wheelchair accessible, high speed Internet, in room movies. Indoor pool & hot tub, steam bath, continental breakfast, meeting room, 24-hour front desk service

	One Person	Two Person
Queen	\$148.00	\$158.00
King	\$152.00	\$161.00

### Copper River Inn

700 Stewart Street • Phone: 807-274-1161 • Toll Free: 1-800-991-9197 • [frontdesk@copperriverinn.com](mailto:frontdesk@copperriverinn.com)

70 Rooms & Suites, meeting & banquet facilities, in room gourmet Keurig coffee makers

Standard 2 Queen	Deluxe Two Queen	Deluxe King
\$169.00	\$169.00	\$169.00

All prices are current but do not include taxes, confirmed February 2022



## Exhibitor Contract

We, the undersigned, agree to participate in the Staycation 2022 Business Expo, to be held at the Fort Frances Curling Club on May 12, 13, & 14, 2022

**We further agree to adhere to all the Rules, Regulations, Terms, and Conditions** as established by the management of this event (Fort Frances Chamber of Commerce) and the management of the facility (Fort Frances Curling Club).

Fill in the following (Please Print Clearly):

Business Name: \_\_\_\_\_

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

City: \_\_\_\_\_ Province / State: \_\_\_\_\_ Postal / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Web-Site: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Brief Description of Products and/or Services to be Displayed:

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Authorized By:

\_\_\_\_\_  
Exhibitor Signature

\_\_\_\_\_  
Date

Return with Booth & Equipment Rental Form to:

Email: [thefort@fortfranceschamber.com](mailto:thefort@fortfranceschamber.com)

Mail or drop off in person:

Fort Frances Chamber of Commerce


Suite 102-240 First Street East, Fort Frances, ON. P9A 1K5

Phone: 807-274-5773

# Business & Community Expo 2022

## Booth & Equipment Rental Form

	MEMBER	NON-MEMBER	COST	Booth # 1 <sup>st</sup> & 2 <sup>nd</sup> Choice
<b>BOOTH SPACE</b>				
All full-sized booths include; two 8' tables and two chairs.				
10 x 10 Booth	\$250.00	\$350.00	\$	
10 x 20 Booth	\$550.00	\$800.00	\$	
10 x 30 Booth	\$850.00	\$1,100.00	\$	
10 x 40 Booth	\$1,000.00	\$1,400.00	\$	
Home Based Business ◆ 6' Table & 2 Chairs ◆ Electricity is NOT available	\$75.00	\$75.00	\$	
<b>BULK SPACE</b>				
Space allocated on a first come, first served basis. Shape of space can be negotiated.				
500 - 1,000 sq. ft.	\$2.00 /sq. ft.	\$2.50 /sq. ft.	\$	
Balance over 1,000 sq. ft.	\$1.50 /sq. ft.	\$2.00 /sq. ft.	\$	
<b>EXTRAS</b>				
Additional tables & chairs or carpeting are available at an additional cost.				
8' Table	\$30.00	\$35.00		
6' Table	\$30.00	\$35.00		
Chair	\$2.50	\$3.00		

 In an effort to help businesses recover financially from the pandemic, the Chamber has reduced the cost of booth rentals for the 2022 Expo 

## Payment Form

<p><b>Payment Method</b></p> <p>_____ Cash / Cheque / Interac • _____ VISA • _____ MC</p> <p>Credit Card # _____</p> <p>Expiry Date: _____ Security Code: _____</p>	<p><b>Payment</b></p> <p>_____ \$150 Deposit</p> <p>OR</p> <p>_____ Full Payment</p>	
	Subtotal	
	13% HST	
	TOTAL	