



Registration Date: _____

Referred by: _____

Saturday, Sept 25, 2010

www.startbusinessexpo.com

Booth Preferences* (3) _____

Company _____ Phone _____ Fax _____

Address _____

Cell Phone # for Emergency _____ E-Mail Address _____

Web Address _____ Contact _____

By _____ Authorized Signature X _____

I'd like to Sponsor	I'd like to Exhibit*	I'd like to Advertise at low group rates!
<ul style="list-style-type: none"> <input type="checkbox"/> \$2000 Presenting Sponsor – Only ONE Presenting Sponsorship available. Prime booth space, Presenting Sponsor mention with logo in all advertising and digital media, Web Logo Link, your 4' banner on stage, 8 x 5 Offers Catalog page, FREE Speed Networking post-show, Rotating Ad on Expo TV's <input type="checkbox"/> \$1000 Gold Sponsor – Booth Space in prime location, Sponsorship Logo (or Mention where applicable) in all Show Marketing, Web Logo Link, your 4' banner on stage, 8 x 5 Offers Catalog page and Rotating Ad on Expo TV's, FREE Speed Networking post-show. <input type="checkbox"/> \$500 Silver Sponsor–Includes Booth Space, your 4' banner on stage, 4 x 5 Offers Catalog Ad (can be upgraded) & sponsor mention in at least 3 Show Communications. 	<p style="text-align: center;">BOOTH SPACE</p> <p>8'x 6' Booth Space, Pipe & Draping Backdrop, 6' Covered Table, 2 Chairs, Valuable Connections, Registered Attendee List, Offers Catalog Listing, Quality Leads</p> <ul style="list-style-type: none"> <input type="checkbox"/> ___\$300 Standard Booth <input type="checkbox"/> ___\$125 Non-Profit <p style="text-align: center;"><i>1-Hour Speed Networking Sessions</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> ___\$50 Three Sessions <p>Add-On Items:</p> <ul style="list-style-type: none"> <input type="checkbox"/> \$25 Electricity (limited) <input type="checkbox"/> \$25 Extra Table/Covering <p><small>*Cancellations after 8/1/2010 will be responsible for \$100 of the registration fee. Late registration fees of \$25 per booth apply after 8/31/2010</small></p>	<p>Full-Color Glossy Offers Catalog 2000 Distributed to Search Firms, Independent Business Owners, Executives and at the show</p> <ul style="list-style-type: none"> <input type="checkbox"/> 8" x 5" - \$500 <input type="checkbox"/> 4" x 5" - \$300 <input type="checkbox"/> 4" x 2.4" - \$200 <input type="checkbox"/> Listing - \$75 (Free with exhibit) <p>Deadline extended to Sept 10</p> <p>Other Opportunities (limited!)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Your 4' Banner on Stage \$50 <input type="checkbox"/> Square 90x90 Web Site Banner - \$50 <input type="checkbox"/> E-Mail Member Highlight Box - \$50 <input type="checkbox"/> Your own FULL informational web page on the expo site - \$75 <p>'See Us' Postcards Deadline is Sept 10</p> <ul style="list-style-type: none"> <input type="checkbox"/> \$10 for 200 FULL COLOR SHOW POSTCARD overruns to mail to your prospects and contacts. *Mailing services available to your customers for 25¢ each for additional postage and handling.

Donate a Prize to receive extra exposure at the show! (Minimum \$100 value, may be combined with other prizes in the same hour – all will be mentioned that hour)

I would like to donate _____

Visa/MC/AMEX/Disc _____ exp. ____/____/____ Check Attached

Name & Address on Account _____

Please make checks payable to CMS and mail to PO Box 470693, Broadview Hts, OH 44147

*Booth location cannot be guaranteed; we'll do our best to accommodate your choice!

Fax to 440-546-2657 Questions? Contact Jeri at 440-546-1676 or Kelcey at (440) 220-5692



8/26/2010

We're happy you'll be joining us at the Start Business Franchise & Enterprise Expo!

On the following pages, you will find:

→ **Release form to fax to (440) 546-2657. We will check you in during set up with your release form.**

→ "How to Profit from your Expo" tip sheet.

→ Map to the Cuyahoga Valley Career Center.

→ A free ticket code to be given out to clients, friends and family – directly only, please (please don't post on groups)!

CODE: **ExhibitFriend** Savings is \$20 at <http://www.startbusinessexpo.com/tickets.htm>

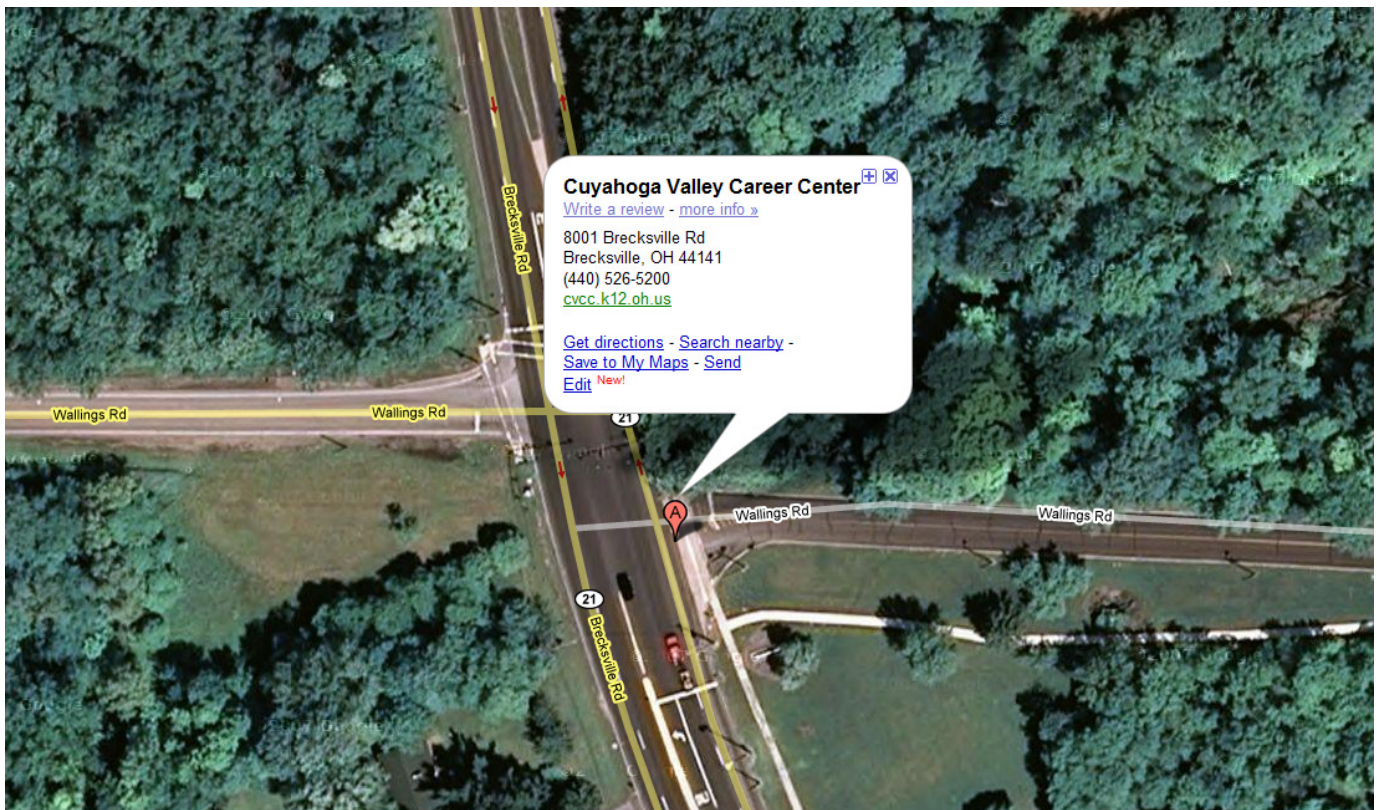
Setup is **Saturday, Sept 25 (the day of the show): 8:00 AM – 9:30 AM. Tear down begins at 3:00 PM (**NO EARLIER**).**

You may park near the cafeteria doors at the back of the parking lot to unload.

Thank you again and we look forward to seeing you at the show.

Jeri Vespoli
Collaborative Marketing Services
PO Box 470693
Broadview Hts, OH 44147
440-546-1676

[MAP and Directions from CVCC Site](#)





Franchise & Enterprise
EXPO 2010
Business Starts Here

Trade Show Tips

Following are some tips taken from the Ohio Chamber, the International Association of Fairs and Exhibitors and talented marketing professionals.

- Learn more about your clients' and prospects' expectations.
 - Ask, don't tell.
 - Get feedback about your products, services and image with leading questions like
 - What have you heard about ABC Company?
 - What do you think of our xyz service?
 - What have been your experiences with this product?
 - What are you looking for in a supplier?
- Keep it short and keep it about them, *not* you!
 - Write a script that briefly and accurately describes how your product or service **helps your customers and prospects. I.E. What's in it for them?**
 - Studies show the human brain can remember just seven pieces of information at a time.
 - A good presentation should take from one to seven minutes, depending upon the objective and the interest of the prospect.
- Whenever possible, *be in front of your table*, not behind it.
- Be prepared with answers to questions and objections.
 - Practice (have your employees practice) your short script, including answers to objections and questions that may arise.
- Entertain and excite them to help them remember you.
 - Freebies are fun. Advertising specialties such as imprinted pens, hats, mugs are a great 'take away' item that will remind prospects and customers of your business.
 - An entertaining video or attention getting pictures at your booth can attract attention and further imprint your brand on their minds.
 - Giveaways make a great memory...be the one who gave away the IPOD or Color TV! Hint: Partner with a business in your area who sells an item that compliments yours and promote them as the giveaway provider in exchange for a **giveaway donation**.
- Collect information for follow up, and then FOLLOW UP.
 - **Use a raffle, email newsletter sign up or free information offer to collect information** that you can use later, such as name, address and email, to follow up with prospects from the show.
 - **Maintain prospects and customers** you gain at the show in your customer information system **and stay in touch with them!** *It can take as many as seven separate GOOD impressions and calls to action to achieve the desired action.* If you have not used valuable information, offers or goodwill to stay in touch with leads from the show, you will have wasted them. Contact one of the many local marketing, database and advertising specialists in our area if you need some help!
- Use the show's appeal and shared advertising to get *even more* exposure.
 - Add additional branding messages, coupons or what's in it for them messages in the show's Full Color Postcards or Program.
 - Send press releases about what you will be doing at the show to local media!
- Walk around!
 - Research your competition.
 - Gain valuable creative ideas.
 - Locate potential new suppliers.
 - Initiate cooperation and alliances with other exhibitors whose businesses compliment yours!



Sign and fax to 440-546-2657 before the show.

RELEASE AND INDEMNITY

The undersigned agrees to release, indemnify and hold harmless Collaborative Marketing Services (CMS/co-producer), Kelcey Lehrich (co-producer) and the Cuyahoga Valley Career Center and their agents and employees from all liability, claims or damages, whether to person or property, relating to or arising out of Start Business Franchise & Enterprise Expo (the Expo). The undersigned further acknowledges that they have their own insurance, which in amount and coverage will insure against any claims arising out of the undersigned's activities at the Expo. By accepting the assistance of volunteers during this activity, the undersigned further acknowledges and agrees that the volunteers will not be held liable for any loss or damage in providing such assistance. The exhibitor shall be responsible for payment of the total exhibit space rental fee whether the Expo is cancelled, delayed, or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever that is not within the producer's control. The undersigned is solely responsible for complying with any laws or regulations that may apply to their activities.

Exhibitor _____

Date

Signature _____

Print Name _____