



## WHAT?

Business Expo, now in its twenty-third year, is produced by the Jonesboro Regional Chamber of Commerce and co-sponsored by KAIT-TV. Known for its "business to business" scope, Expo 2012 gave over 250 exhibitors the opportunity to meet more than 6,500 potential customers.

## WHERE?

Expo 2013 will be held at the Arkansas State University Convocation Center. The facility is equipped with a 13' wide ramp for direct access to show floor from the lower green entrance. Other services may be provided upon request.

## THEME

The Chamber is encouraging vendors at this year's Expo to incorporate a TV Show theme into their exhibit. Vendors using the theme will be eligible for a Best of Show award that will be given to the booth that best displays this year's theme.

## WHEN?

Wednesday, April 3, 2013  
By Invitation Only From  
8:00 am - 2:00 pm  
Open to the Public From  
2:00 pm - 4:00 pm

## BONUS EVENT

**Premier Showcase**  
Special invitations will be issued to purchasing decision makers throughout Northeast Arkansas. The Premier Showcase will begin at 5:00 pm on Tuesday, April 2, 2013 at the Yellow Entrance of the ASU Convocation Center.

**Expo Luncheon**  
Another popular event that takes place during Business Expo is the luncheon. A guest speaker will address those in attendance. The lunch will be held from 11:30 am - 1:00 pm. Tickets are required for the event, and those interested are advised to purchase early, as limited seating is available.

## PERKS/PLUSES

EACH EXHIBITOR WILL RECEIVE THE FOLLOWING:

- 10'x10' booth with 8' backdrop and 3' draped sides
- One draped 6' table with two chairs
- Company identification sign
- One 110 electrical outlet
- Complimentary invitations to the Invitation Only Hours from 8 am - 2 pm
- Opportunity to win exciting door prizes
- Exhibitor information
- Publicity campaign to boost attendance:
  - Television ads on KAIT-TV
  - Live telecast of KAIT Mid-Day Show from Expo
  - Radio announcements sent to local stations
  - Listing in Jonesboro Sun insert
  - News releases to local and regional media
  - Brochures for your use
  - Promotion in Quarterly Chamber newsletter
  - Logo available for use in business ads

# TERMS OF CONTRACT FOR EXHIBIT SPACE

1. STATEMENT OF POLICY: All exhibitors regardless of size will be given opportunity, within reason, to present their product or service in the most effective manner to the audience.

2. CONTRACT: This contract for space, the assignment of space and full payment of rental charges together constitute the entire contract for the right to use space. Full payment for space and a signed contract is required before assignment of space is made. Contract deadline is March 29, 2013.

3. ACCEPTANCE: An authorized signature on the official Expo contract form indicates the exhibitor has read, understands and agrees to abide by all rules outlined in the contract and Expo brochure.

#### 4. USE OF SPACE:

(a.) All aisles and spaces not leased to exhibitors shall be under the control of the Chamber of Commerce. All displays, distribution of literature, demonstrations and transactions shall be made inside the space contracted. Standing in aisles or in front of booths of other exhibitors is strictly prohibited. Any undignified method of attracting attention will not be permitted. Exhibitors are not to distribute stickers or other items which could be stuck to walls, floors, etc. **ABSOLUTELY NO USE OF HELIUM BALLOONS WILL BE PERMITTED.**

(b.) No exhibitor shall assign, sublet or share the allotted space without the knowledge and consent of the Chamber of Commerce. Exhibitors must show only goods/services dealt in by them in regular course of business and representatives must be from their own firm.

(c.) All booths shall be staffed by at least one person at all times.

5. CARE OF BUILDING AND EQUIPMENT: Exhibitor shall not injure or deface the walls or floor of the building, the booths or the equipment of the booths. Drilling of holes, attachments to or painting of floor, or any other defacements will not be allowed. It is suggested that suitable protection be laid down.

6. TELEPHONE SERVICE: Telephone service is available through AT&T and the Convocation Center. A hookup fee to AT&T plus a \$75 fee to the Convocation Center is required. Exhibitors should contact the Chamber for a special form.

7. LIABILITY: The Chamber, Expo sponsors and ASU

Convocation Center management disclaim liability for damages or losses due to fire, theft, accident, vandalism or other causes. The Chamber will not be responsible for electrical or other related failures. Exhibitors wishing to insure their goods must do so at their own expense. The exhibitor shall at all times protect, indemnify, save and hold harmless the Chamber, Expo sponsors, ASU Convocation Center and Expo service providers against any and all loss, damage, liability or expenses arising out of any occurrence which arises out of exhibitor's occupancy and use of Expo premises during or subsequent to the period of the exhibition.

#### 8. MOVE IN/OUT DATES/TIMES:

(a.) Move in: All exhibitors will move in between the hours of 10:00 AM and 4:00 PM on Tuesday, April 2, 2013. All exhibits must be completed by 4:30 PM. Electrical outlets will not be available for use until 2:30 PM.

(b.) Move out: No exhibitor shall begin break-down of booth or removal of exhibited material until the show is officially closed on Wednesday, April 3, at 4:00 PM. All exhibits must be removed by 5:30 PM, Wednesday, April 3, 2013. All exhibitors with goods not removed by that time will be charged for storage and handling and the Jonesboro Regional Chamber of Commerce will not be responsible for stolen or lost merchandise.

9. CANCELLATIONS/REFUNDS: Exhibitors cancelling on or before March 1, 2013, will be eligible for a full refund less \$50.00 per booth processing fee. Exhibitors cancelling from March 2 - March 29 will receive a 50% refund and exhibitors cancelling on or after March 29 will not be eligible for refunds.

10. SOLICITATION: No person or persons, other than exhibitors, will be permitted to conduct business on the floor without the express permission of the Jonesboro Regional Chamber of Commerce.

11. ELECTRICITY: Additional electricity is available to the exhibit booths at a charge of \$25.00 per outlet. Electric outlets will not be available for use until 2:30 PM (one -110 outlet is provided with booth).

12. STORAGE: Crates and cartons can be stored off the arena floor in the green entrance area.

# EXPO 2013 CONTRACT FOR EXHIBIT SPACE

THIS FORM SERVES AS YOUR CONTRACT. PLEASE READ THE TERMS OF THE CONTRACT OUTLINED ON THE OPPOSITE PAGE CAREFULLY BEFORE SIGNING.

## EXHIBITOR INFORMATION

Exhibitor/Company \_\_\_\_\_  
Contact Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Email \_\_\_\_\_  
Type business/product to be displayed \_\_\_\_\_

## BOOTH SPECS

Please reserve the indicated number of booths in the following category:

Early Bird Rate (On or before February 15, 2013)	Regular Rate (On or after February 16, 2013)
___ Non-Member Rate \$575 each	___ Non-Member Rate \$675 each
___ Member Rate \$275 each	___ Member Rate \$375 each

If possible, please place me near \_\_\_ or away \_\_\_ from the following types of businesses: \_\_\_\_\_

Other special booth requests: \_\_\_\_\_

Make check payable and mail to:

Jonesboro Regional Chamber of Commerce  
PO Box 789  
Jonesboro, AR 72403-0789

I have read and agree to the terms of the contract for exhibit space and affix my signature to commit to participating in Expo 2013 according to the terms stated.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
Title \_\_\_\_\_ Credit Card # \_\_\_\_\_  
Type of Credit Card \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

- Move In April 2, 10:00 AM - 4:00 PM
- Move Out April 3, 4:00 PM - 5:30 PM
- One-110 electrical outlet provided
- 10' x 10' Booth with 6' table, pipe & drape

### FOR OFFICE USE ONLY:

Booth(s) Assigned \_\_\_\_\_  
Amount Received \$ \_\_\_\_\_ Date \_\_\_\_\_  
Sold By \_\_\_\_\_