

EXHIBITOR SET-UP TRADE SHOW / EXPO

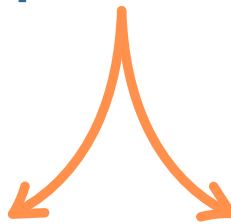
Display Space

- Spaces are **first-come, first-served** unless reserved or assigned by the Chapter.
- Each exhibitor receives one **6-ft table**.
- **Tablecloths** are available upon request **(or bring your own custom cloth)**.
- All displays must fit **on top of your 6-ft table**. No floor setups.
- **Avoid tall backdrops** that extend too high due to ceiling overhangs.

Display Tips

- **Stand in front of your table** and engage attendees.
- Bring **marketing materials**, such as:
 - One-sheet or trifold brochure about your company
 - Information on services and types of communities you service.
 - Highlights of what sets you apart from competitors

Sample Set-Up



Know Your Audience

- You'll meet **both managers and homeowners**.
- Tailor materials for each group.
 - **Luncheons:** more community managers.
 - **Expo:** more homeowners.

Pro Tips

- Keep your space tidy and inviting.
- Bring plenty of business cards.
- Offer an incentive (raffle, treat, or game) to spark conversation.
- Be ready to share what makes your company the best choice for community associations!