

# EXHIBITOR PACKET

CLEBURNE CHAMBER OF COMMERCE

## Food Truck Festival &



**Cleburne Conference Center**  
**September 29, 2022 • 2:30 - 7 PM**

*Presenting Sponsor*

# SouthWest

**Chrysler • Dodge • Jeep • Ram**



FAMILY OWNED & OPERATED SINCE 1986

## INSTRUCTIONS FOR EXHIBITOR SET-UP

### Schedule of Events:

#### **Wednesday, Sept. 28**

11:00 AM - 4:00 PM – Indoor Exhibitor Check-in/Set-up at Conference Center

#### **Thursday, Sept. 29**

9:00 AM - 11:00 AM – Indoor Exhibitor Check-in/Set-up at Conference Center

11:00 AM – 1:30 PM – Outdoor Exhibitor Check-in/Set-up

2:15 PM – Exhibitors are to be at booth and ready to “go”

2:30 PM – 7:00 PM -- Business Expo open to the public

7:00 PM – Tear down **(Please do not begin dismantling your booths until 7:00 PM!!!)**

### Important Reminders:

- Per Conference Center rules, no glitter, balloons, or hay allowed.
- Please be a considerate neighbor at the Expo. Please do not infringe your displays into walkways or beyond your assigned space.
- Once you unload & load your vehicles, please move your vehicles away from main doors so others can do the same.
- All displays must comply with the applicable regulations of the Cleburne Fire Department.
- Each exhibitor is asked to keep their area clean so there will be a minimum of clean up needed after the Expo is over. It will also make your booth more attractive to the attendees.
- Outdoor exhibitors are welcome to incorporate their vehicle “Trunk or Treat” style, but it must fit into your designated space.
- **Absolutely NO Bags should be handed out from your booth. The official BAG SPONSOR will provide bags for our guests.**
- All food and bakery products must be pre-packaged unless served from an approved food vendor with event health permit.

### Standard indoor booths are 10 ft. wide x 8 ft. deep and consist of:

- a. Back drapes 8 ft. tall panels; side rails 3 ft. tall
- b. One 6 ft. table with top cover of white vinyl and 3 sides skirted with black skirting
- c. Small Company Identification Sign (white background, black lettering)
- d. Two chairs
- e. One small wastebasket

Remember: **Do not pin or tape anything to the drapery around your booth.**

**\*Electricity for your indoor booth is a \$35 additional charge and must be requested and paid for by Sept. 16.** There are no 220 plugs available, so please plan to use 110 hook-ups. You must bring your own extension cords and power strips if needed.

### Standard outdoor booths are 17x17 ft. (two full parking spaces) and consist of:

- a. One 6 ft. table with top cover of white vinyl and 3 sides skirted with black skirting
- b. Small Company Identification Sign (white background, black lettering)
- c. Two chairs

Tent recommended but not required.

**\*Electricity not available for outdoor booths.** Must provide your own if needed.

Instructions for  
**Door Prize Extravaganza at  
3:30, 5:00 & 6:30 pm**

- Only one (1) Door Prize allowed each of these hours (3:30, 5:00, 6:30 pm) from your business for a total of 3 prizes. (If you would like to hold more drawings from your booth, you may do so, but these are the only 3 that will be announced by us.)
- Each Door Prize must have a value of \$25 or more.
- Keep Door Prize at your booth, and winner will come to you or you can get it to your winner at later date if not present when announced.
- **Every business responsible for providing their own registration forms & bowl.**
- For your winner to be announced, you must turn in your Winner Form to the microphone table in your room **by 3:15, 4:45, and 6:15 pm.** Outside exhibitors turn in your form at stage.
- Please fill out **both** sections of the Winner Form with **SAME** information – remember only 1 Winner per each of the 3 announced hours. A Chamber rep will announce the winners both in the Exhibit Hall and outside. If your winner is present, they will come to your booth to pick up Door Prize.

**Fill out BOTH sections with SAME winner information** and bring to the microphone area in your room (stage for outdoor exhibitors) **no later than:**

- 3:15 for 3:30 announcement
- 4:45 for 5:00 announcement
- 6:15 for 6:30 announcement

A volunteer will take it to the other announcement area.

## **Door Prize Winner**

**\*Please Print Clearly\***

Business name: \_\_\_\_\_

Booth location:

Exhibit Hall

Outside

Prize: \_\_\_\_\_

Winner name (first & last): \_\_\_\_\_

## **Door Prize Winner**

**\*Please Print Clearly\***

Business name: \_\_\_\_\_

Booth location:

Exhibit Hall

Outside

Prize: \_\_\_\_\_

Winner name (first & last): \_\_\_\_\_

# BOOST YOUR BRAND

## AT THE BUSINESS EXPO

The Cleburne Food Truck Festival & Business Expo is designed to showcase what the Cleburne area has to offer and remind the community to "Shop-Eat-Spend-Enjoy LOCAL!"

Once the public is at the Expo, it is up to you to sell your business to them.

### WAYS TO DRAW ATTENTION TO YOUR BOOTH:

- **DECORATIONS!** Make your booth ATTRACTIVE and COLORFUL (Plants, photos, banners, etc. soften the look of your booth and make it more attractive)
- **INTERACT!** Make sure your booth is EXPRESSIVE and INTERACTIVE (Slideshow, game, etc.)
- **FREEBIES!** Give away logo items, or even lollipops! (The bag sponsor is the only company able to give out bags)
- **Have PAMPHLETS and BUSINESS CARDS**
- **Have DRAWINGS and DOORPRIZES.** This gives you a good idea of who attended the Expo and also gives you new names to add to your email/ mailing list. Whether you have one drawing scheduled or many throughout the day, this brings the public to your booth. The drawings can be related to your business or unrelated, it doesn't really matter. See "Instructions for Door Prize Extravaganza" page if you would like the Chamber to announce some of your prizes.

### REMEMBER:

- Have enough MANPOWER. Even if you're a one-person business, plan to have backup (even for a little while) so you can get out of your booth to eat and visit other booths.
- Dress PROFESSIONALLY and SMILE!
- STAND UP to greet people when they come by.
- STAY OFF YOUR PHONE!

### ADDITIONAL OPPORTUNITIES TO BOOST YOUR BRAND:

- Donate a gift card (or two)(or three) to the Keep it Local Jackpot
- Sponsorship (contact Chamber office for more details)

### HELP ADVERTISE THE EXPO:

*The more people we get to come to the Cleburne Food Truck Festival & Business Expo the more we ALL benefit!*

- Social Media (Like & SHARE the Chamber's Facebook, Instagram, & Twitter posts about the event to your own pages)
- Display printed promotional material in your place of business