



## **EXHIBITOR KIT**

Utah Media Group would like to thank you for being a part of the STEM FEST. Please take a few minutes to read through the exhibitor manual as it contains important information about exhibiting in our upcoming event.

## **WHATS INCLUDED IN YOUR BOOTH**

- Black Back Drop Drape
- Four Exhibitor Badges
- Table & Chairs
- WiFi
- 5-amp Power
- 1 trash can

## **POWER & EXPO SERVICES**

Modern Expo is the official show decorator. If you would like to purchase power, tables, chairs, carpeting or other exhibit services please order directly from Modern Expo at 801-983-8160 or email at [expo@modernexpo.com](mailto:expo@modernexpo.com).

## **INTERNET & PHONE LINE**

Internet access is free to exhibitors at STEM FEST

## **EXHIBITOR CHECK-IN**

Please check in at the information booth on Monday in the south-east corner of the hall. This is when you will pick up your vendor badges for you and your staff. Vendor badges are to be used for only you and your staff working the event.

## **EXHIBITOR BADGES**

Each 10x10 space will receive four exhibitor badges

## **PARKING:**

Please park in the back of the exhibit hall (East side of the building) You must show your exhibitor badge Monday, Tuesday and Wednesday to security to park behind the expo center. Parking will be limited as there are other events happening at the Mountain America Center.

Please note that parking at the loading dock is only permitted while you're loading and unloading. As soon as you finish unloading your vehicle, you'll need to move to another parking area in front of the building. Do not tandem park, you will be towed. No exceptions.

## **SCHEDULE/MOVE-IN & MOVE-OUT INFORMATION**

### **Monday, October 22nd**

Move-in begins at 10:00am to 5:00 pm

### **Tuesday, October 23rd**

7:00 am - 8:30 am- Final setup

9:00 am - 2:30 pm- School field trip

2:30 pm - 4:00pm – Clear the hall/break

4:00 pm - 6:00 pm- Sensory friendly family night

6:00 pm- 8:00 pm- - Open to all public

*Please note: If you are only exhibiting during public night your set up is **2:30- 3:30 pm**. Move out time will be from **8:00 pm to 9:00 pm***

### **Wednesday, October 24th**

9:00 am- 2:30 pm- School field trip

## **MOVE-OUT**

2:30 pm- 5:30 pm

**Please, don't take down early.** It looks unprofessional and your best customer might be there at the end of the show when it seems "slow."

No Vehicles will be allowed inside the building without prior approval. If it is necessary for you to drive a vehicle into the building, please contact Fara Steihl at 801.204.6377

## **RULES & REGULATIONS**

• Your staff and any items must remain within the boundaries of your booth. The aisles are not for you to put product in or sell to customers.

- Signage must not be over 8ft. You will be asked to remove any signage higher than this.
- All tables must be skirted and floor coverings are recommended
- No handmade signage allowed. Please have professional signage
- No Balloons allowed
- No food can be served from your booth. (no branded water bottles, popcorn, candy bars, cookies, etc. If you are selling a food item, sample sizes are two ounces or smaller.
- No aisle solicitation or handing flyers at the entrance doors

- If you are using a microphone or speakers, please keep it low as not to disturb your neighbors
- Early move-out is not permitted.

## **FIRE CODE**

There should be no hazardous material of any kind brought onto the premises of the Mountain America Expo Center. Exhibits must meet safety and re regulations. All materials used in exhibits must be re retardant. **No paper banners allowed, vinyl is accepted.** The Fire Marshall or authorized agent reserves the right to confiscate or demand removal of any exhibit materials not meeting regulations.

## **SECURITY**

Vendors must provide staffing for their booths during all show hours. Neither Utah Media Group, affiliated businesses, nor the facility are responsible for theft that may occur at the show. Take measures to ensure your merchandise and equipment are protected. Cover and lock items on display after setup is complete. Lock up or take home expensive items overnight. The doors to the hall will be locked to the public after show hours with basic facility security. The responsibility for safeguarding your business exhibit is yours.

## **NEVER BEEN A VENDOR?**

Here are a few suggestions to make your experience a success:

- Make sure your signage is easy to read and has a concise message (What you are selling, your company name and website)
- Do not block the front of your space with your tables. Allow for attendees to come out of the aisles and into your space. This gives attendees more time to spend with you and purchase your products.
- Skirt all tables and cover the floor of your booth. This will help you to stand out. You want your booth space to be as professional as possible.
- Be attentive! Nothing is more frustrating to your customers when they can't get your attention and want to buy from you. Consider putting your phone down.
- Offer a show special. Create urgency for attendees to purchase your product or service
- Collect customer information. If you take leads correctly you should be able to market to your prospects 3, 6 and 12 months after the event happens.

For any questions regarding **move in/move out** please contact

Fara Steihl: O: 801.204.6377

For any questions regarding **sponsorship** please contact

Sarah Kyle: O: 801.204.6834 C: 626.660.6320