



Now that you have successfully locked down your spot at the Health & Fitness Expo, we wanted to give you the low-down on the big event!

The Basics

The Armory at Russell Sage College

Thursday, June 1st 4-8 PM and Friday, June 2nd 12-7 PM

Contact: Nanette Hatch (518) 461-8270

The Schedule

What to do when you get to The Armory? Drop off your booth gear in the parking area next to the Armory. Volunteers will be there to guide you to parking. Check in at the information booth for helpful expo materials. Bathrooms are on the first floor. There will be signs. There is a lounge area outside the expo floor space where you can hang out.

Parking is available near the load-in doors.

WiFi: SageGuest no password required

Event Flow

Worried that you'll be assigned a booth that won't get much traffic? Don't be! Upon entrance, attendees will be given a raffle card and venue map. Raffle cards must be stamped by 10 booths to be able to enter it into the raffle. Additionally, attendees will be directed so that they pass every booth. Packet pickup for the Freihofer's race will be along the back wall. Their complimentary cookies and bread will be at another table on the way out.

Booth Set Up

Booth move in and booth set up is from 12-3:30 pm on Thursday. All booths must be ready and aisles clear for the 4pm show opening. Each exhibitor will receive one 8' or 6' table and two chairs per booth, unless you've requested otherwise.

NOTE: If you requested a booth w/electricity, you will be located along the wall w/outlets. Please bring an extension cord and power strip.

Grab the attention. You have only seconds to make an impression as a visitor walks by. Be unique and make sure you differentiate yourself from the other vendors. Give samples or handouts. Make sure people coming to your booth can experience your product or service. Let them try, touch, see, feel, hear or taste it. Come up with a call to action to help you achieve your goal, something to inspire interaction between show attendees and your staff.

Booth Staffing

Stand up. It makes attendees feel more invited to come to talk to you. Positive, approachable, outgoing and knowledgeable. These are the people that should staff your booth. Your booth staff's attitude will be the number one factor in the success of your participation as an exhibitor.

We will be doing some advertising pushes over the next several weeks, but you can do some things too to make sure the event is a success for you! Advertise your presence at the show in any print or online ads. Post an invitation to the Expo through another favorite social media platform like Instagram, Twitter, or Pinterest. Send out an email blast (or two!) to your entire list of subscribers personally inviting them to visit your booth at the show. Share the Facebook event with your network!

Race Day Vendors: If you have a booth on race day you will need to get a display table (+/or small tent) and your booth properties down to the race site at the East Capitol Park on Friday night or by Saturday at 6am. We will have security overnight, so you can leave things in the park.

Breakdown

Booths should be taken down immediately after the Expo closing at 7pm on Friday. No exhibitor will be allowed to remove any portion of their exhibit prior to the Expo closing at 7pm. We will be busy and have athletes in the hall until 7pm! All exhibits must be completely removed from the Armory by 8pm on Friday evening.

Pre-Show Supply Checklist

Here are some common items to have on hand:

- Table cloth or covering
- Promotional items and giveaways
- Pens, markers, tape, paper clips and other general office supplies
- Business cards, flyers, brochures, postcards and lead forms
- Clips, string, bungee cords or easels to hang posters and banners
- Electrical power strip and extension cords (if electrical was ordered)

FAQ

How easy is it to bring my booths set up into the Armory?

The Armory is at ground level. There will be large tanker doors open for booth set up. If you have a dolly to load in your gear please bring as many of the Armory dollies will be in use for cookies and bread!

Do we need to take product at night?

Campus Security is housed in the Armory so it is monitored 24x7. You may leave your booth set up overnight.

What is the raffle?

We are doing a raffle to bring more people to the Expo. As people enter the expo they will receive a card with all the vendors listed. After getting 10 stickers they will drop their card in the basket of the raffle item they choose. Winners will be drawn on Friday night and notified. If they are running they will be able to pick up their raffle on Saturday morning. Otherwise it will be mailed. if you are interested in participating in the raffle please email freihofersexpo@gmail.com

Where is electric?

If you stated you needed electricity you are on a wall and will have access to outlets. Please bring appropriate extension cords and power strip.

What is the floor like in the Armory?

It is a turf floor.

What about a sign?

You are welcome to bring a banner.

You can attach with hooks (we will have some) or zip ties work well.