

## OREGON AREA BUSINESS EXPO

*A Business Card Exchange & Expo*



November 19, 5:30-8:30PM  
Gorman & Co. Building  
200 N. Main Street

### How to make the most of your day at the Business Expo!

The Oregon Area Chamber of Commerce wants each and every exhibitor to enjoy the day at the Business Expo, meet new business contacts, learn something new, and have fun while doing it. Here is a list of ways exhibitors can make the day (and their table space) successful.

**1. Theme or attractive display**- Create a theme for your table space or at least make it colorful, fun, unique. If your booth is eye-catching; people will take the time to stop and find out more about you and your company.

**2. Giveaways** - Everyone loves free stuff! Be ready to hand out fun giveaways from candy to pens to Frisbees, no matter how big or small - give something!! (Don't forget to check your membership directory for advertising specialty companies that can help you brand your give-away.)

**3. Door prizes** - Designate a specific door prize or door prizes (we would like to give away prizes every 15 minutes. We will ask the winner to claim their prize at the vendor's table. This is an easy way to get attendees to stop by your booth.

**5. Invite your customers!** If all 70 exhibitors brought even 5 of their customers to the expo, there would be a crowd of 350 easy! If even just 10% of those who come to see another exhibitor visit your booth, that's at least 35 potential new customers you'll get to see!

A sample of the invitation that you can email or mail to your customers has been written for you. Copy, paste and customize the message and mail or email it to all your customers. Click "sample invitation" on the left hand side of the Exhibitor Confirmation email.

**6. Offer a show discount or a special giveaway for customers only!** It doesn't have to be big, just something to say "Thank you, we appreciate your business." And let them know ahead of time.