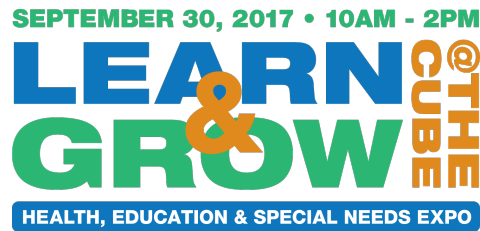


SEPTEMBER 30, 2017 • 10AM - 2PM

LEARN & GROW @ CHICAGO

HEALTH, EDUCATION & SPECIAL NEEDS EXPO

Welcome Packet



Welcome Learn & Grow Exhibitor!

Parenting Orange County Magazine is pleased to have you as part of the first Annual Learn & Grow Expo at Discovery Cube Orange County. We are excited about working with you and making it a successful event.

Enclosed in your Welcome Packet are the following:

- **Exhibitor Checklist**
Crucial dates and deadlines are included for event participation. Please review this information and note dates that pertain to your participation level (i.e. bag inserts, sponsorship marketing materials, etc.).
- **Event Logistics**
Included are details to know before the event date, such as event hours, set-up and teardown schedule, driving directions to the event, and important contact information.
- **Effective Event Planning**
This reference guide is included to give terrific tips to enhance your event presence! Great tips on the power of social media and driving interest to your booth.

If you have any questions, please feel free to contact me at any time via phone or email. We are looking forward to seeing you on September 30th at Discovery Cube Orange County!

Sincerely,

Randall Tierney

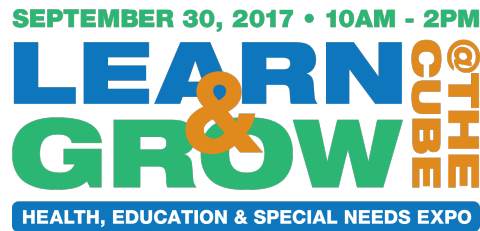
Randall Tierney, Publisher

www.ParentingOC.com

Randall.Tierney@ParentingOC.com

Phone: 714.630.4510 ext. 8

Fax: 714.630.4512



Exhibitor Checklist

Please review the following deadlines and information:

- **Bag Inserts**
If you have purchased bag inserts – all 500 items must be received at the Parenting OC office by Tuesday, September 25th or they will not be included into the bags for distribution to guests at the event.
- **Sponsorship Materials**
If you have purchased a sponsorship, please contact your Account Executive for materials deadlines immediately.

Event Logistics

Date: Saturday, September 30, 2017

Set-Up Time: 8:30AM – 9:30AM

Event Hours: 10:00AM – 2:00PM

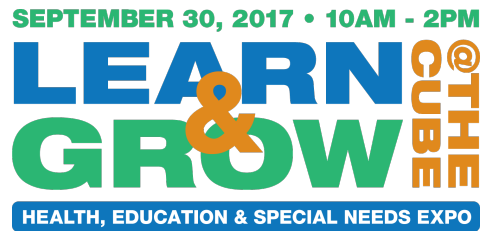
*If Exhibitor is not present in Event Space for the entirety of the Event,
Exhibitor will be fined \$100 per occurrence.*

Teardown: 2:00PM – 3:00PM

Location: Discovery Cube of Orange County
2500 N Main St.
Santa Ana, CA 92705

Management: ParentingOC Magazine
1100 North Tustin Avenue, Suite 200
Anaheim, CA 92807
Office: 714.630.4510
Fax: 714.630.4512

Day Of Event Contact: Ricklyn, Events Coordinator
(714) 630-4510 x6



Effective Event Planning

Having a successful experience at an event requires social media marketing and careful preparations prior to the event date!

Exhibiting at trade shows, expos, conventions, fairs, and other exhibitions provides you with a unique sales opportunity that can also help you in the generation of new leads, networking and publicity. You may have the opportunity to view your competition, as well. In short, what you may achieve at one event would take weeks or months to accomplish from home or in the office. And it may even save you money – according to the Center for Exhibit Industry Research, it costs 62% less to close a lead generated from attending an event than from a lead generated in the field. Accomplishing all of the above required careful planning, including setting clear objectives, creating an effective exhibition, and promoting your presence prior to the actual event date.

Setting Clear Objectives

To get the most out of the time, money and energy you invest in exhibiting at the event, it's vital that you decide what your purpose is for being there. Set measurable goals. Everything that you do before, during, and after the event should be evaluated in terms of whether it contributes toward reaching them.

Possible goals for trade shows

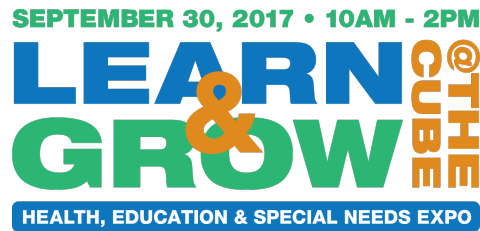
- Spot Trends
- Gaining publicity
- Write Sales Orders
- Building your mailing list
- Generate leads for future sales
- Increasing your company's visibility
- Building your rapport with current or potential customers

Staff Your Booth Adequately

You will need at least one person to take your place when you leave your reserved space to take a break or to take the opportunity to check out the competition if a competitor is on site. A good rule of thumb is to have two individuals present for every 100 square feet of exhibit space. Your staff should be well groomed, well trained, friendly and knowledgeable. Your staff should understand your goals and know their role in order to best reach these goals.

Focus Your Message

Choose a few key ideas that you would like to utilize at the event in order to “stay on message.” Design your graphics, pre-show promotion, literature and other event collateral around your message.



Effective Event Planning (Cont.)

Creating an Effective Exhibit

Elate the Senses

Make sure guests can experience your product or service, if possible. Let them touch, see, feel, hear, or taste it.

Keep It Simple

Keep your booth graphics simple. One large graphic or photo can be seen from afar may have a greater impact than several small designs or photos. A single slogan that describes your business may say more than long blocks of text.

Gimmicks Work

Gimmicks and give-a-ways can also drive traffic to your booth. Hold a contest; provide a product demonstration; give candy to guests, provide any activity that will get the parents and children involved. Be sure that your method fits the company's image and the sensibilities of your clients.

Promoting Your Presence

The best event planning will fail if guests do not know that you are present. The CEIR estimates that as many as three-quarters of event attendees know what exhibits they want to see *before* they arrive. Strong pre-event promotion will inform your customers and prospects about your exhibit.

The Power of Social Media

Let your customers know that you will be at the event through your social media resources: Twitter, Facebook, Tumblr, etc. The more your fans know about where you will be, the bigger the turnout you will receive! If you need marketing collateral, please let us know!

Work the Phones

Up to a month before the event date, it is helpful to call your customers and prospects to inform them about your location at the event.

Send Out Mailings

Focus on a few benefits from visiting your exhibit at the Event through a pre-show mailing.

Use the Press

In addition to the promotion that Parenting is doing for the Event, issue press releases to trade publications and local papers about your business being a part of the event. Your release should highlight a newsworthy story about your exhibit or about your company. You will also want to prepare press kits for the show.