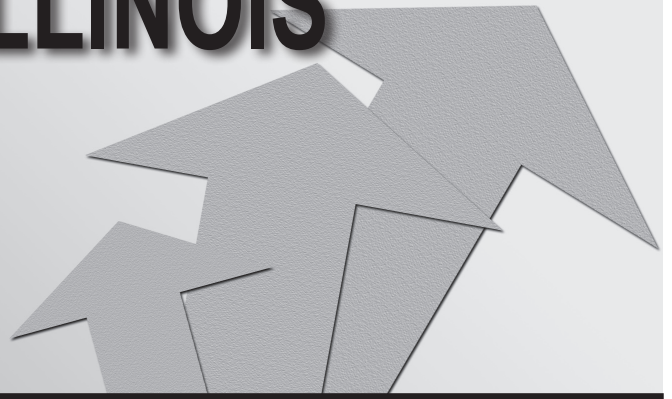


SOUTHWESTERN ILLINOIS BUSINESS EXPO

WEDNESDAY, AUGUST 12, 2015

GATEWAY CONVENTION CENTER
COLLINSVILLE, IL



RESERVE YOUR SPACE TODAY!

ONE DAY Exhibitors/Networking/**12** SEMINARS

Wednesday, August 12, 2015

Gateway Convention Center (Collinsville)

11am-5pm



WWW.SWILBUSINESSEXPO.COM



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BUSINESS IN PERSON

GROW

Grow your business and your customer's interest and loyalty and demonstrate your expertise to the market.

LEARN

Learn first hand what clients are searching for, and what you'll need to do to stay ahead of the competition this year.

CONNECT

Connect with the best business minds in the St. Louis region to discuss the most important issues and business strategies of 2015.

WHY EXHIBIT AT THE Expo?

- ❖ Build a new customer base
- ❖ Gain a stronger market position
- ❖ Promote your expertise
- ❖ Enhance your company's profile
- ❖ Meet qualified decision makers
- ❖ Get the edge on your competition
- ❖ Build your database for future marketing



THE FACTS

The Expo brings in attendees with the power to influence Southwestern Illinois businesses

- ❖ 68% of attendees are business owners
- ❖ 91% have influence on purchasing products or services

Attendees are looking for actionable solutions for their business

- ❖ 82% meet new contacts
- ❖ 54% enhanced business relationships/made connections
- ❖ 52% researched new products and services

ATTENDEES BY NUMBER OF EMPLOYEES:

- 60%** 1-50 Employees
- 20%** 50-100 Employees
- 15%** 100-500 Employees
- 5%** 500+ employees



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TIPS & HINTS FOR A SUCCESSFUL EXHIBITION

BOOTH OBJECTIVES

Determine with your managers and staff your objectives for the Expo. Some objectives might be: develop sales leads, demonstrate and introduce new products, enhance your company image, get customer feedback, or qualify a certain amount of new sales leads.

- ❖ Coordinate your sales team and schedule shifts. Create enthusiasm for the show by establishing competition and bonuses. For example, reward the most sales, most appointments or best attitude.

- ❖ Have at least one person from your booth meet all the other exhibitors at the show during slack periods — these could be your best customers.

SUCCESSFUL BOOTH PLANNING

- ❖ Create an attractive, open and inviting booth. Don't use the table as a blockade to keep customers out of the booth; you want them to feel welcome.

- ❖ Be friendly and invite prospects in — this is your office on the day of the show.

- ❖ Don't clutter your booth — choose the most important items from your store or product line. Be targeted in what you sell.

- ❖ Prepare materials, giveaways and information for visitors to take with them. Start a dialog with visitors and explain what you are giving them.

THE ART OF BOOTHMANSHIP

- ❖ Dress appropriately — appearances are important as you represent your company.

- ❖ Don't eat or drink in the booth. Would you do this during an important sales presentation?

- ❖ Be friendly — not overly aggressive or rude (no headlocks on visitors, please).

- ❖ Know your product and rehearse.

PROMOTE YOUR BOOTH

- ❖ Advertising and direct mail before, during and after the show can increase your Expo success.

- ❖ Send personal invitations to your key and potential customers. At the very least, call them to say you'll be there with your latest products and services.

- ❖ Be sure to send out your Expo admission tickets. Your customers will consider it a gift.

- ❖ Remind your sales people to "talk it up" with customers. Post a notice in your store for your employees and customers.

FOLLOW UP, FOLLOW UP

- ❖ To follow up, you must record your prospect's name, company, address and phone number. It's also a good idea to add comments about your conversation as a reminder.

- ❖ Begin following up immediately after the show. Don't let your leads get cold. Be prepared to close the sale.



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CALL OR CLICK TO RESERVE YOUR SPACE TODAY!

618.972.8588 WWW.SWILBUSINESSEXPO.COM



PRICING OPTIONS FOR PARTICIPATING IN THE SHOW

OPTION 1

Exhibit Booth, 10 x 10

Total Cost: \$495

OPTION 2

Exhibit Booth, 8 x 8

Total Cost: \$395

OPTION 3 - SILVER SPONSOR

Trade Show Silver Sponsor (exhibit booth in prime location, 10 x 10 exhibit booth, logo on promotional ticket and Expo handout)

Total Cost: \$1,200

OPTION 4 - GOLD SPONSOR

Trade Show Gold Sponsor (exhibit booth in prime location, 10 x 10 exhibit booth, attendees' contact information electronically, recognition with logo in Expo promotions, logo on promotional ticket and Expo handout.)

Total Cost: \$2,000

BOOTH DETAILS

10' wide x 10' high pipe and drape booth, or 8' x 8' high pipe and drape booth
Booth includes an 8' skirted table, one chair and a booth identification sign.

**TO RESERVE YOUR BOOTH, PLEASE CIRCLE YOUR OPTION ABOVE
AND COMPLETE THE INFORMATION BELOW**

Contact person _____ Company _____

Phone _____ Email _____

Address _____

Signed by _____ Date _____

Visa MasterCard Discover American Express

Credit Card Number _____ Exp date _____

Name on Card _____ Security Code _____

FAX TO: 855.319.7816 OR CALL 618.972.8588

MAIL TO:

**SOUTHERN ILLINOIS BUSINESS EXPO, 217 SOUTH MAIN ST.,
EDWARDSVILLE, IL 62025**