

# MAINE BUSINESS EXPO 2018



# EXHIBITOR GUIDE

88 Spring St.  
Portland, Maine 04101  
November 14, 2018



**THE AEBLIGROUP**  
PROVEN PROFITABLE



**PORTLAND**  
Regional Chamber  
of Commerce  
*A Partnership of Community Chambers*

# MAINE BUSINESS EXPO 2018

## 2018 MAINE BUSINESS EXPO

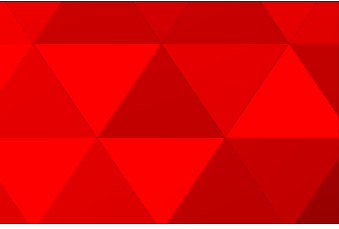
Does your company have a product or service that you want to share with hundreds of local Maine Business Owners, Entrepreneurs and decision makers? Exhibit your business, showcase your product or service and connect with a broad array of fellow leaders at the Maine Business Expo, November 14th in Portland, Maine.

Over 1,000 attendees are expected to register and will be looking for vendor solutions. Your company will get massive brand exposure and the opportunity to make on-the-spot connections. Sponsoring and Exhibiting at the Maine Business Expo is more than just advertising, it is **ACTIVE MARKETING** direct to **Decision Makers** who are specifically shopping for products and services like yours.

Attendees include pioneers of local Startups, Fortune 500 companies and everything in between. There will be no better place for you to connect with hundreds of motivated buyers and cultivate new business opportunities in one day.

**Are you ready to reach more prospects than ever before?**

Call Lauren Masselli at **(207) 890-3747** or  
email [lauren@aebligroup.com](mailto:lauren@aebligroup.com).



# EXHIBITOR INFORMATION

## WHY SHOULD YOU EXHIBIT?

- Put your Company in front of hundreds of qualified buyers and decision-makers in one place in one day
- Reach hundreds of entrepreneurs and small businesses in your target demographic
- Event attendees attend Maine Business Expo because they are actively seeking new business solutions
- Create connections, generate new high-value leads and close sales on the show floor
- Discover collaborative & profitable business opportunities with other vendors
- Build your prospect database with qualified leads

## EXHIBITOR SPACE

There are up to 70 booths available for exhibitors at the Holiday Inn by the Bay Exhibit Hall (see enclosed Exhibit Area Diagram). Standard booths are 10 ft wide by 8 ft deep.

With the Maine working spirit in mind, as an exhibitor, you are strongly encouraged to consider creating training stations, including interactive displays, having a makerspace, or another unique, hands-on activity to draw traffic to your space. Please note that small equipment can be incorporated into booth displays. Finally, additional space may be available for particularly creative and interactive booths. Please present event organizers with detailed information concerning any special needs you will have for your exhibit that varies from the standard booth package. We will gladly help facilitate creating your interesting, interactive display including banners, signs and promotional pieces.

“Other” spaces, such as lobby or registration areas may be available on request. See the Maine Made Sponsorship Opportunities section for information on pricing.

Standard setup for each booth will include a 6 ft table, 1 table linen, two chairs, and a standard electrical outlet with two receptacles. Exhibitors with special electrical requirements beyond the standard one outlet per booth must indicate and specify those needs when requesting exhibit space. Additional special requirements requested by the exhibitor (eg. extra tables, etc.) will be billed to the exhibitor at cost). Please speak with the organizer directly to make arrangements.

## EXHIBITOR COST

The Early Bird rate for a booth is \$950.00 (Available until September 17th). Starting September 18th and running up to the event, the rate for the Exhibits will be \$1,250.00. State government agencies, municipalities, and not-for-profit organizations are eligible for a reduced rate of \$850.00.

Exhibit booth prices include two tickets for the **Next4Maine Forum**. If you have more than two company representatives, please purchase additional tickets at Maine Business Expo’s registration page. (Click on “Attend” to buy tickets via the Eventbrite page). Exhibitors are welcome and strongly encouraged to attend all sessions and social functions of interest as long as your booth is manned by a representative at all times.

## PAYMENT FOR EXHIBIT SPACE

Please send a check made payable to Maine Business Expo to:

Maine Business Expo  
c/o The Aepli Group  
24 Lewiston Street, Suite #2  
Mechanic Falls, ME 04256

<b>EARLY BIRD (BEFORE 9/17/18)</b>	<b>\$950.00</b>
<b>9/18/18 - 10/15/18</b>	<b>\$1250.00</b>
<b>NON-PROFIT</b>	<b>\$850.00</b>



# GENERAL INFORMATION, EXHIBIT RULES & EVENT REGULATIONS

## SET-UP & TEAR DOWN

Set-up will take place the day prior to the event, November 13th, to ensure adequate time to construct your display. Exhibitors will be expected to use the time between the hours of 2:00pm and 6:00pm to set-up. If additional time is needed, accommodations can be made. It is strongly encouraged to set-up prior to the event, not the morning of. The space will be fully secured overnight.

After the event, the Exposition Hall at the Holiday Inn by the Bay will close at 4:30pm. All materials, equipment, and infrastructure must be removed by 7:00pm on Thursday evening.

## RESERVATIONS & CONFIRMATION OF SPACE

Please select your top three booth(s) locations in order of preference. All booths will be reserved and preference will be granted on a first come, first served basis. To reserve a booth, please visit [www.mainebusinessexpo.com](http://www.mainebusinessexpo.com) and go to the “Exhibitors” page, click on “Become an Exhibitor”. Please fill out the form and follow payment instructions. The Maine Business Expo team will get back to you to confirm your space and provide more information. The deadline for reserving exhibit space is October 15, 2018.

We make it very easy for your brand to have a presence at our show with our fully turn-key packages. Everything will be prepared for you prior to your arrival. You just have to show up!



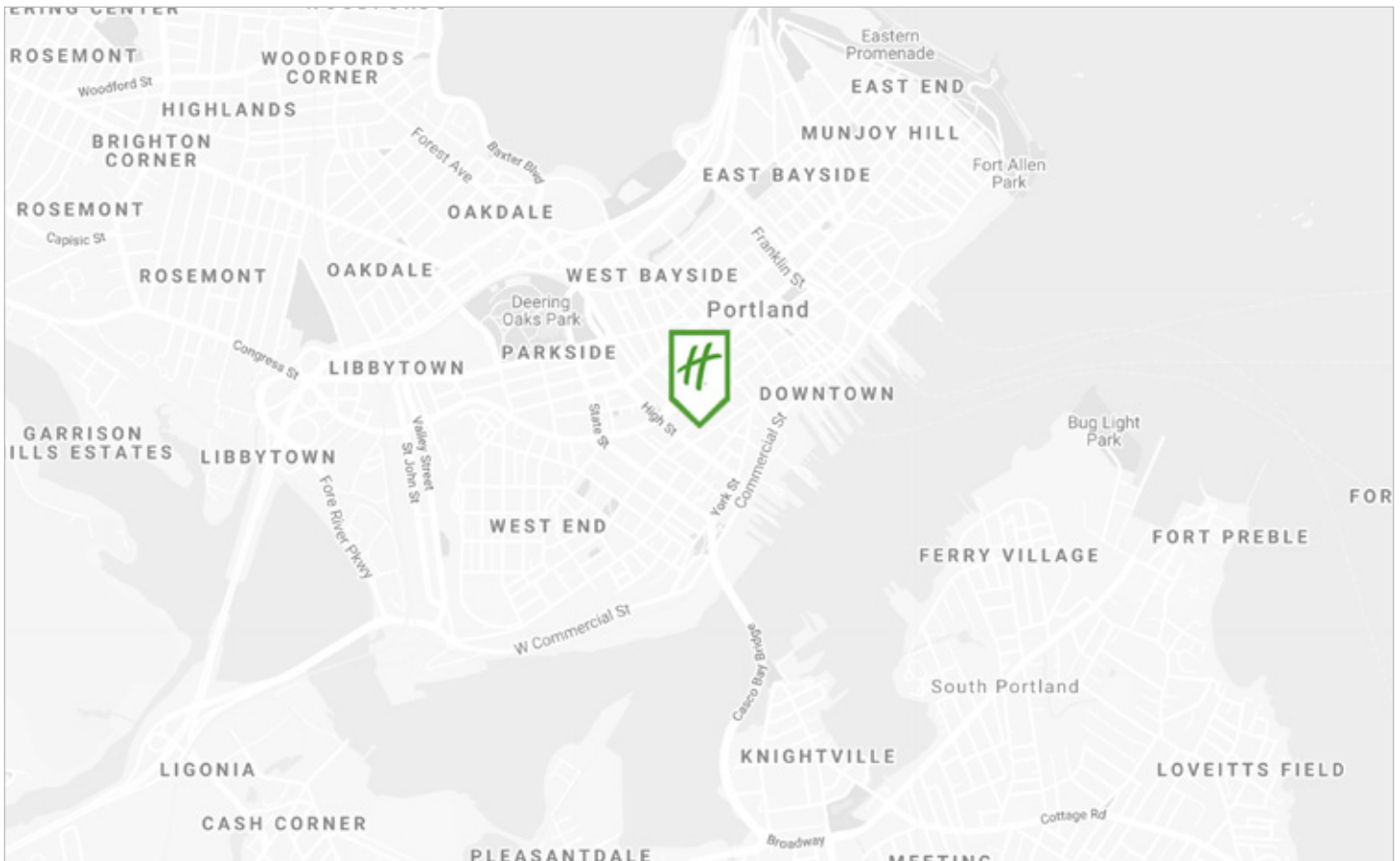
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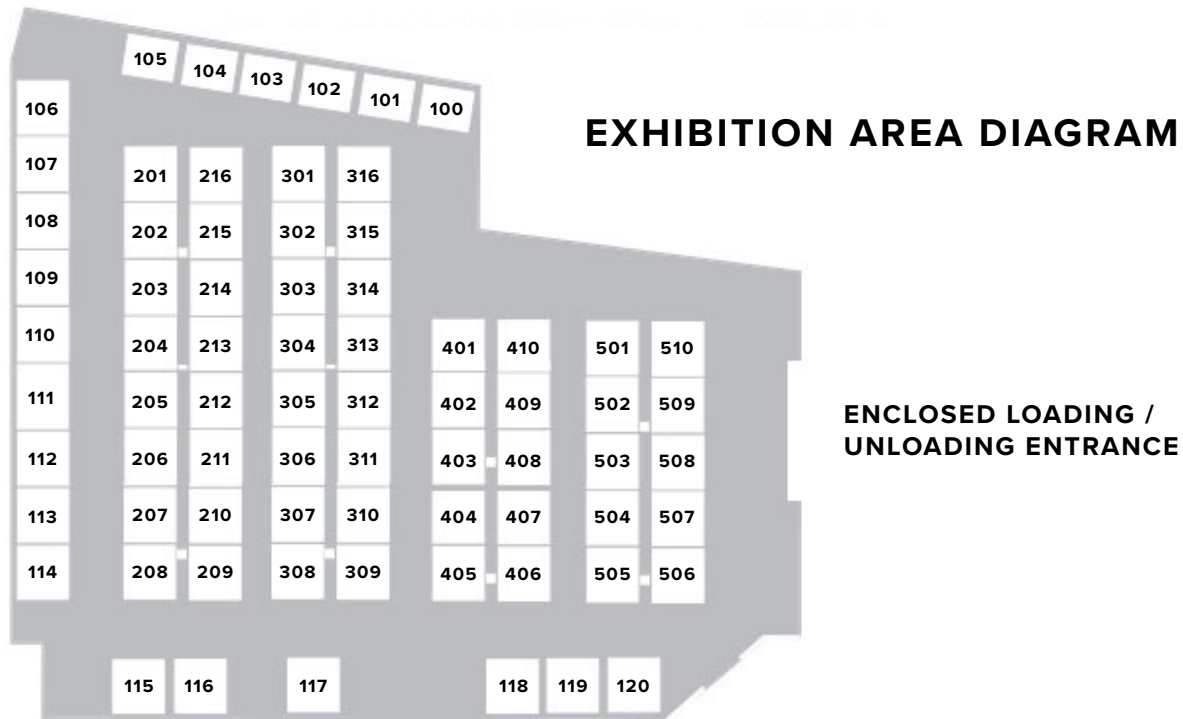
## EXPO TIMES

Exhibitors are asked have at least one representative at their designated Expo space for the duration of the event (8:30am - 4:00pm). In order to maintain the value for forum attendees and participants, we request that exhibitors not dismantle their exhibits early.

## EVENT LOCATION DETAILS

You can access the Exhibition Space at the Holiday Inn by the Bay and unload via Pleasant Street. After unloading, please park your vehicle in the Spring Street Garage. If you have special parking needs or will require assistance, please let us know by contacting Lauren Masselli at (207) 890-3747 or [lauren@aeblogroup.com](mailto:lauren@aeblogroup.com).





## ROOM RESERVATIONS

Overnight room reservations may be made individually by exhibitors at a discounted rate.

There is a Room Block at the Holiday Inn by the Bay, Portland, ME:

88 Spring Street

Portland, ME 04101

(207) 775-2311

[www.innbythebay.com](http://www.innbythebay.com)

Room Block Code: **MBE**

Rate: \$119.00 per night for a room with 1 King bed or 2 queens beds (All prices are subject to Maine State Occupancy Tax). Rates include hot buffet breakfast. Room block is limited. We encourage you to book early to ensure availability. Check-in time is 2:00pm, check-out time is 11:00am.

Tax Exemption: Please contact the Holiday Inn by the Bay to discuss applicable tax exemption status.

## **BOOTH GIVEAWAYS**

Exhibitors are encouraged to offer incentives for attendees stopping by your booth. Exhibitors will provide their own means and devices for prize contests. Maine Business Expo will not be responsible for shipping or mailing exhibitor prizes awarded to attendees who are not present at time of announcement. Exhibitors will keep door prizes at their booths. A representative from Maine Business Expo will help coordinate the awarding of such door prizes during the afternoon of the event. Please be mindful of any snacks or other materials that you bring to share at your exhibit. We encourage healthy snacks and reusable and sustainable items.

## **LIABILITY & PROTECTION**

The hosts of the Maine Business Expo and their officers, employees and agents, will not be responsible for any damage to exhibits or for any loss by fire, theft, delay, mechanical failure or labor trouble which may occur or which may otherwise affect exhibitors or exhibits or which may affect in any way the results exhibitors may expect to derive from or produce by their exhibits while exhibitors are utilizing the Holiday Inn by the Bay.



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