

# Exhibitor Handbook

University of Montana Ballroom

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

## Contact Information

Marketplace Media  
450 West Broadway Street, Missoula, MT 59802  
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## Show Date & Time

Saturday, March 10, 2018  
11:00am - 4:00pm

## Show Location

University of Montana  
Center 3<sup>rd</sup> Floor



## Parking Information

Visitor and exhibitor parking is free in parking lots at the University on weekends unless posted otherwise.

## Move - In Time

8:00am-10:00am before the event. All booths must be set-up by 10AM.

## Move - Out Time (Moving or packing of ANY KIND is NOT allowed before 4pm)

4:00pm-5:00pm following the event. You MUST remain in your booth until 4PM.

## Booth Placement

A map of the exhibitor hall and specific booth placements will be made available to all exhibitors the week prior to the Women's Fair. All Commercial booths that requested electricity (while it was available) will be placed along the perimeter walls. All Handmade Artisan booths will be placed in the entrance area outside of the ballroom. Exhibitor booth placement is determined by Marketplace Media for the optimum success of the show and separated by business categories. You may NOT "swap" with another exhibitor at the show.

## Move - In Instructions

All exhibitors are responsible for transporting their materials to and from the UC Ballroom. We will have limited volunteers to assist. We strongly suggest you bring a dolly or cart with your name clearly marked.

## Loading Dock

The loading dock for exhibitor move in is located behind the UC Center. Parking at the loading dock is minimal so once your vehicle is unloaded, please remove it from the loading dock area and move to a parking lot. Carts and a freight elevator are available to move your items to the third floor. The elevator will take you directly to the rear entrance of the UC Ballroom exhibitor entrance. Exhibitors with special move-in needs should contact Marketplace Media in advance.

## Carts

Limited carts will be available for general use. You can also bring your own cart to move your merchandise in and out of your booth. We will have staff on hand to assist you with the elevator and to direct you to your assigned space.

## Equipment

The Women's Fair furnishes each exhibitor with one 8'x8' booth area and one 6' table with one tablecloth (no skirt) and two chairs. Each booth space is divided by 3' high x 8' long pipe and drape. Show colors are black and pink. The ballroom is a hard wood floor. Please bring your own supplies including tape, garbage cans, carpet, extension cords and any display equipment necessary.

## Electrical Service

Electrical service is available **ONLY** at perimeter booths (along the walls and windows). You **MUST** request electricity when reserving your booth space and provide an approved extension cord to bring power to your booth.

**Wireless Internet**

A public wireless internet connection (Grizzly Guest) is available at the University. Follow log-in instructions at venue.

**Signage**

All signage must be professional and in good taste. The Women's Fair reserves the right to remove signage that is unsatisfactory or blocking views of other booths or signage.

**Booth Space Exclusivity**

A single booth can represent ONE product or service ONLY. This show protects product and service categories and some are exclusive. If you are representing a product that was NOT listed and approved on your application, you will be asked to cease the activity. Booth sharing with another vendor not listed on your application is strictly prohibited.

**Food in Vendor Booths**

Food, coffee, drinks, etc. for exhibitors is available at the UC Market on the 1<sup>st</sup> floor. In addition, there may be independent food suppliers who will be open during the day. You may bring personal food items into your booth area for your own consumption during the show.

**Food Service to the Public**

The UC Ballroom does not allow food service from outside vendors. If you want to serve food from your booth, you must arrange for service through UM Catering.

**Food Sampling and Sale**

Food sampling must be in "bite sized" portions or pre-packaged for off site consumption. Beverage samples must be in containers no bigger than 2oz. Food products can be sold but MUST be packaged to discourage on-site consumption. Any exhibitor selling food products must have the proper food permits. Alcohol is not permitted (including wine).

**Smoking**

The UC Center is a non-smoking building.

**Aisle Restrictions**

All merchandise must be displayed inside your booth. Show management reserves the right to remove any merchandise exhibited in the aisles. It is also against show policy for exhibitors to hand out literature, samples or obtain leads in the aisles or another exhibitor booth. These activities must be done inside your own booth. Power cords are prohibited in aisle ways at any time including being held down with tape.

**Exhibit Space Requirements**

All booths must adhere to the eight-foot backdrop and height restriction. This is to ensure all booths have equal visibility for attendees. Please call our office for special circumstances. No pop-up tents are allowed.

**Security**

The Women's Fair Management cannot be held is not responsible for theft or breakage. We advise exhibitors to take the following safety precautions: Do not leave your booth unattended. This includes arriving in plenty of time before the show opens, and not leaving the show until the crowd diminishes. Valuables that can easily be put into a pocket or purse should be put behind your table.

**Insurance**

Marketplace Media has general liability insurance covering the show. It does not cover the exhibitor's exhibit, contents, visitors within the confines of exhibitor's leased space, or exhibitor's personnel. Exhibitors are responsible for their own insurance coverage. Please refer to contract for additional information.

**Refunds** - There are NO refunds allowed for any reason after an application and payment is submitted.

**Directions to the University of Montana – University Center Ballroom:****West Bound I-90:**

1. Take Missoula's first exit onto Van Buren Street, turn left at the stop sign and merge into the right lane.
2. At the stop light, turn right onto Broadway Street.

3. Move into the furthest left lane, and turn left onto Madison at the stoplight.
4. Driving over the bridge, stay in the left lane. After the fork, keep to the right and drive through the stop light onto Arthur Drive. You will be heading due south to the Beckwith stoplight. Turn left at Beckwith. You are now on campus. Follow Beckwith past the parking garage. Turn left into the parking lot after the garage and look for the loading docks or park in the UC or Library lots if you can load by hand.

**East Bound I-90:**

1. Take Missoula's last exit onto Van Buren street, Exit 105. Turn right at the stop sign and merge into the right lane.
2. Follow steps 2-4 from above.

**From Missoula International Airport:**

1. Leaving the airport, turn right onto Broadway Street.
2. Take the first left leading you to the entrance of East Bound I-90.
3. Follow I-90 and take Missoula's last exit onto Van Buren Street, turning right at the stop sign.
4. Follow steps 2-4 from above.

**From Highway 12 & 93 North:**

1. Highway 12 & 93 become Brooks Street through Missoula. Follow Brooks Street through Missoula to Higgins Avenue. Brooks merges with Higgins at Hellgate High School.
2. Be sure you are in the right lane, and turn right onto Sixth Street.
3. Follow Sixth Street for six blocks to the entrance of campus.

**Quick Tips For a Successful Trade Show**

- Communicate a clear message of what you are offering.
- Create an attractive and interesting display. Be creative!
- Use color, bright props, large pictures or balloons to draw attention.
- The Women's Fair colors are black and hot pink.
- Consider dressing in colors that coordinate with your business or show colors.
- Get the public involved. Offer samples, contests, demonstrations, drawings or giveaways.
- Give away something of value that everyone will want, not just a discount on your services.
- Have clear "enter to win" forms and plenty of pens handy.
- Include a space on your forms for an email address so you can build your database.
- Create an incentive to buy at the show. Offer a special show discount.
- Sales representatives should be enthusiastic, well-trained and neatly groomed.
- Avoid sitting, reading, eating, drinking or chewing gum in your booth.
- Invite the public to your booth. Special advertising packages are available from our radio and TV partners.

**Marketing Materials**

For more information regarding marketing materials for your booth success, contact Marketplace Media, 406-203-4200 or email [info@marketplacemt.com](mailto:info@marketplacemt.com).

- Brochures
- Business Cards
- Postcards
- Banners
- Signage
- Give-a-way items
- Bags
- Media Planning and Buying