

**Yes! I want to participate!**

Non-Profit Booths: \$50.00

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Name: \_\_\_\_\_

Company: \_\_\_\_\_

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Phone: \_\_\_\_\_

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I will need power: \_\_\_ Invoice me \_\_\_

I will pay by credit card:

Visa \_\_\_ MC \_\_\_ AX \_\_\_ DS \_\_\_

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Signature \_\_\_\_\_

Questions? [morrison@daltonchamber.org](mailto:morrison@daltonchamber.org)

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# Business Expo 2011

**Tuesday, July 19 10:00 a.m.-2:00 p.m.**

**Cookout on the Hill 11:00 a.m.-1:00 p.m.**

**Giveaways!**

**Seminars!**

You may think you are networked, but is your **facebooking** and **tweeting** really helping your **business** grow?

**Our social network is built for success.**



Get networked at our Business Expo, where the theme is all about communications!

**Tuesday, July 19 • 10am-2pm**  
**NorthWest Georgia Trade & Convention Center**

# Business Expo 2011

Known as the premier Chamber sponsored business to business exposition in the Northwest Georgia area, this annual event is held for the promotion of local businesses and corporate networking. More than 90 exhibitors showcase their products and services to more than 700 attendees. Open to the public, this event keeps participants on the competitive edge with networking, idea sharing, product introduction and service solutions attracting executives at every level.

Business Expo 2011 is all about communications. Come prepared to learn about what's working for other companies or show off some of your own initiatives!



## Expo Tips

### Advertise

- Tell everyone you know about the Expo.
- Display a poster in your business.
- Invite your customers.
- Mention your participation in the Expo in your advertisement prior to the event. Let people know you will be there and ready to talk with them.

### Be Prepared!

- Your booth is a mini presentation about you and your business. Be creative!
- If you're marketing a new product or service, bring samples. Let the product speak for itself.
- Have extras on hand—items break, buttons fall off, things spill.
- Have give away items with your logo, phone number and web address printed on them. Imprinted items allow your message to be taken away.

### Talk & Listen

- People do business with people! Have your booth manned at all times.
- Be interested and interesting.
- Create an experience, if you create something interactive, attendees will spend more time at your display, giving you a better chance to get to know them.

### Follow Up

- Successful marketers know that the connection they make at Expo is just the beginning. Follow up is crucial.
- You will receive a CD which contains a list of everybody who checked in the day of the Expo.



Get to know your neighbors! Do business locally.



11am-1pm Cookout on the Hill



Come learn about your community!

