



SMALL BUSINESS ENTERPRISE CENTRE
www.brampton-business.com

Business-to-Business Spring Trade Show
Trade Fair Exhibitor Information

An Affordable Local Marketing Opportunity!

Who Should Display: Brampton service businesses selling to other businesses

Who Should Attend: Businesses sourcing out suppliers, service-providers and sub-contractors, and those who wish to network

Anticipated Audience: 250+ small businesses. Visitors attend free of charge; great door prizes to entice their attendance

Note: This is a B2B show; it will be advertised within the business community, not to individual consumers

The Set Up

- ❖ Holiday Inn Select Brampton-30 Peel Centre Drive (across from Bramalea City Centre)
- ❖ Set up is any time after **8:00am** Thursday April 8th. **Displays must be ready by 11:00am**
- ❖ Overnight security will not be provided; set up can only occur on Thursday April 8th

The Take Down

- ❖ All displays must be taken down and removed from the building immediately following the event at 2:30pm on Thursday April 8th.
- ❖ The exhibitor is responsible for leaving the premises tidy

The Display

- ❖ Single table space is one 6 foot table, plus one chair. Shared table space is one 8 foot table and two chairs
- ❖ Tables will be draped. A table-top sign with your business name will be provided. Please keep empty boxes etc., as tidy as possible
- ❖ Simple yet professional displays are all that is required. We recommend flyers, business cards and other concise information that tells your story
- ❖ A "3D" display rather than one that is flat on the table is visually more effective. Consider using sign holders, "take-one" display racks and tent cards that will prop up you literature; make use of height
- ❖ Use printed materials only; hand written signage is not permitted
- ❖ **All locations are equally visible and therefore your location will be assigned by the coordinator**
- ❖ Complete the company description info on the registration form. This will be important for shared table space, as we do not want two competitors sharing the same space. If you have a special request to share space with a certain vendor, please advise as soon as possible, so we can try to accommodate the request
- ❖ No signs or posters will be permitted to be tacked or taped to the physical walls of the function rooms. Minimum of \$200.00 will be fined in cases of damages to the walls. The Event Coordinator will be notified of any damages and you will be charged
- ❖ No display may cause a disruption or interfere with another exhibitor
- ❖ All food and beverage must be provided by the Holiday Inn Select Brampton; no outside food or beverage items are permitted to be brought into the Hotel for consumption purposes

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