

NEW BUSINESS EXPO 2008

JUNE 27TH, 2008
IN THE RENFREW ARMOURIES

Presented by



Exhibitors – What You Need to Know

Date and Times

This is a one day show that runs from 11am to 8pm on Friday, June 27th.

As part of the program, you are invited to attend a ½ day workshop to help you develop your booth. This workshop will be held at Renfrew's MAC (Mateway Activity Center), on Thursday, May 15th from 9am till noon.

Topics covered at the workshop will include the following:

- Pre-marketing: How to generate your own clientele interest in attending (myFM)
- Presenting yourself and approaching tradeshow visitors (Toastmasters)
- Marketing: Preparing memorable print marketing materials (Blue North Web Studios – not confirmed)
- Cost-effective solutions for preparing a dynamic tradeshow booth (SpeedPro Signs – not confirmed)
- Tradeshow Expectations and Etiquette (RCCFDC)

Cost to non-exhibitors will be \$10 for the workshop. Participants will be given a quantity of brochures to give out to promote their businesses attendance at the show.

What's Included in Your Fee

- "How to Present Your Business at a Tradeshow" workshop May 15th

- One 8'x8' curtained Trade Show booth
- One Chamber membership from one of - Renfrew, Arnprior, The Upper Ottawa Valley, Deep River or the Calabogie and Area Business Association.
- 5 commercials to promote your business on MyFM Radio
- Your business name listed on the myFM website and brochure
- One Table and One Chair
- Lunch! (provided by Empty Pantry Solutions)

Booth Set Up Times

Thursday, June 26 from 5pm till 8pm
Friday, June 27, from 8am till 10:30am

Booths are expected to be fully set up before the show opens at 11am.

Breakdown Times

Friday, June 27th from 8pm till 10pm
Saturday, June 28th from 8 am till noon.

What You Provide

- Booth set-up/personnel
- Individual insurance if required
- Extension cords

Additional Opportunities

As an additional advantage, we are please to offer you a couple of great opportunities to further market your business.

Opportunity #1

Advertise in the Brochure!

We would love to include your print ad in the brochures we will be printing for the New Business Expo! Simply email or mail a copy of your card to April Cappel at myFM, and she will do the rest!

Your additional investment - \$50+GST



Opportunity #2

Radio Advertising!

As a special bonus, myFM is pleased to offer you 20, 30 sec radio spots for only **\$299+GST!** That is an incredible savings and a great way to get you started with broadcast media.

Your spots will air in the first 2 weeks of July, and carry a special message you can use to remind folks at that visited with you to make that follow up call!

Simply fill out the attached forms and send them back to April, at myFM Radio and she will get back to you to "Check Your Copy!"

Media Packages

Package #1

YES! I would like my business card ad included in this year's New Business Expo Brochure for \$50 +GST

Package #2

YES! I want to Broadcast NOW! Please sign me up for the 20 Commercial for \$299 +GST

Business Name

Billing Address

Phone#

Email

Visa or MasterCard (please circle one) Expiry Date

Signature

Date

Amount Charged to Account/ Amount of Cheque

Additional Information

Tag Line: _____

Your myFM sales Rep: _____

Your Personal message:

(What do you want them to know? Current sales, specials, new products.....a special offer related to the Home Show?)

Please mail or fax back to April Cappel @ myFM at 613.432.1086 or april.cappel@myfmradio.ca