

The Greater San José Hispanic Chamber of Commerce



“Leading Locally – Connecting Globally”

Welcome to
“Building Greater Businesses” 2008 Expo
April 25, 2008

San Jose City Hall – Rotunda
200 East Santa Clara Street
San Jose, CA 95113

Workshops and Expo Agenda

Workshops 1:30 PM – 4:30 PM

- * Cisco Technology Information
- * Anthony Robbins Companies-“Peak Performance Strategy (Goal Setting, Belief Systems, Emotional Barrier)”
- * Diane McClellen president of ASTRA-“Tooling Your Business for Growth through National Certification”
- * Michael Chang Supplier Diversity, Lockheed Martin Space Systems – “How to Bid for Business and Contracts (Learn the difference between RFI, RFQ, & RFP)”
- * and much, much more...

Expo 4:30 PM – 8:30 PM – Admission Free

- * Expo – *visit 40+ exhibitors & meet hundreds of people*
- * Entertainment – *music / singing*
- * Reception & Networking – *food and beverages*

Workshop Admission

Advance Tickets: \$20 GSJHCC Members
\$40 Non-members

At the Door: \$50 GSJHCC Members
\$75 Non-members

To Register Contact:
Maxine Goulding (408) 998-4435

Exhibitor Fees

Draped Tables 2' x 5'
\$195 GSJHCC Members
\$250 Non-members

Contact:
Maxine Goulding (408) 998-4435

Included in this Exhibitor Package are the following documents:

Exhibitor Reservation Form
10 Steps to Exhibit Show Success
Rotunda Layout
Parking Map to 4th Street Garage
Workshop Layout

Exhibitor Schedule

Exhibitors Move-In time is 3:30 PM
Exhibitors Move-Out time is 8:30 PM
Rotunda closes at 9:30 PM

Exhibitor Reservation Form

Complete the following as it is to be listed in the show program, promotional advertising, and/or booth signage.

(PLEASE PRINT)

Name: _____ Telephone: _____ Fax: _____
Street Address: _____ City: _____ State: _____
Website: _____ Email: _____
Contact Person: _____ Title: _____
Signature: _____ Date: _____

Describe Your Company's Product or Services:

Proximity to the following firms should be avoided if possible:

Booth Fees

GSJHCC Member – Tabletop \$195. (2' x 5' tabletop)

Non-Member – Tabletop \$250. (2' x 5' tabletop)

____ Number of Tabletops - GSJHCC Member

____ Number of Tabletops - Non-Member

____ Total Booth Purchase Price

Electricity: YES/NO (Limited amount of outlets first come, first served)

Mail Completed Exhibitor Registration Form and Check to:

California Special Occasions
1346 The Alameda, Suite 7-124
San Jose, CA 95126

Make Checks Payable to: "GSJHCC"

Please write "Building Greater Businesses" on the Memo line of your check.

If paying by Credit Card:

Please call Maxine Goulding at (408) 998-4435 or (408) 838-9737

Fax completed **Exhibitor Registration Form** to (408) 275-8240

If you are donating a Raffle gift for the Expo (another great way of advertising your business) **call Maxine Goulding at (408) 998-4435 or (408) 838-9737 to make arrangements.**

Contact Cesar Hernandez for Expo questions:

Telephone: (650) 669-4625

GSJHCC MANAGEMENT ONLY

Sales Rep: _____

Date: _____

Deposit Received: _____

Balance Received: _____

10 Steps to Exhibit Show Success

- 1. Make Your Display Work for You**

You have only a few seconds to make an impression on the potential customer. The customer should be able to look at your table and know exactly what your product or services are. You may think about having a standup sign to display your firm/company name. Keep your table attractive and inviting!
- 2. Present Yourself Effectively**

Your business will be judged by the appearance of your booth and the attitude of the staff. Dress appropriately. Do not smoke or eat at your table. You may have drinks with tops, but keep them hidden. Be prepared with a rehearsed, practiced and polished sales presentation. Say or do something that will stay in the prospect's mind in a positive way.
- 3. Have an Effective Promotional Price**

You must have something that the prospective customer can take home with them. Your promotional pieces will be with many others so it is important that it stands out. Don't stack your brochures – if there are fewer, the perceived value is higher. Consider a giveaway or gimmick to give customers a reason to stop at your table. Show Specials also work!
- 4. Don't Sit Down during Show Time**

Always appear interested and ready to assist your potential customer. Don't make the customer feel that she is interrupting you.
- 5. Make appointments, Not Sales**

Our shows provide you the opportunity to promote your company to many prospects in a short period of time. Make as many contacts as possible, try not to spend too much time with any one person (unless of course, you sense a very hot prospect!) Try to arrange an appointment where you can provide complete details about your product or service.
- 6. Qualify the Customer**

Instead of shoving literature into the customer's hand, take a moment to determine if he/she has a need for your product or service. If not, you have saved yourself time and money. If so, the customer will appreciate the attention and you will know that you have a potential sale.
- 7. Don't Arrive Late and Don't Pack Up or Breakdown until 8:30 PM**

Allow plenty of time to prepare your tabletop. The last hour of the show, when the crowds have dissipated, can be your best opportunity to close sales. Don't even begin to pack up until the last customer has left the building.

8. Follow Up

The leads you acquire at the show are valuable! Have a plan in place to follow up on leads as soon as you leave the show. Don't wait a couple of months to mail to the attendee list (by then, the hot prospects are likely to have become good customers of your competition.)

9. Be Patient

Don't expect to walk out of the show with a fistful of contracts. Many attendees are only gathering information to review later. You need at least six months to judge the success of a show.

10. Track Your Leads

The only way to determine which of your marketing vehicles is effective is to ask each of your customers how he or she found out about your business.

MANDATORY SITE REGULATIONS

1. Parking in the 4th Street Parking Garage - FREE after 6:00 PM
2. Vendor is responsible for cleaning own booth. Do not leave anything behind!
3. **Do not** pin, staple or tape any materials to drapes or surfaces.

Maxine Goulding - (408) 838-9737