

## **School Building Expo & College Building Expo -FAQ's**

- 1) **Questions?**  
*The entire School Building Expo & College Building Expo team is working hard to make this show a great success. Please contact Lou (203-371-6322, [Lou@jdevents.com](mailto:Lou@jdevents.com)) with any questions you might have. There are no questions too simple to answer.*
  
- 2) **I am an exhibitor; do I need a Certificate of Insurance?**  
*Yes, all exhibitors are required to have insurance. For more information see the General Information link on the Exhibitor Services Page at [www.schoolbuildingexpo.com/exhibitorresourcecenter.asp](http://www.schoolbuildingexpo.com/exhibitorresourcecenter.asp)*
  
- 3) **Help!!!! This is my first trade show what do I need to know?**  
*There are many resources available to you to make this as easy as possible. The best place to start is the Exhibitor Services Center ([www.schoolbuildingexpo.com/exhibitorresourcecenter.asp](http://www.schoolbuildingexpo.com/exhibitorresourcecenter.asp)). Here you should read **"THE FACTS"** and **"General Information"**.*
  
- 4) **I am making plans for staff travel out of Chicago, when can my booth personnel expect to get their crates back during 'teardown' on may 12th?**  
*Show management expects the first crates to be returned to the floor around 4:00 PM. Remember the carpet and miscellaneous furniture needs to be removed first. The last crate should be delivered around 6:30 PM. It is highly recommended that if you have a detailed booth, you leave either on a late flight Wednesday, May 12<sup>th</sup> or Thursday May 13<sup>th</sup>.*
  
- 5) **I noticed I need my booth number to place orders, etc. Where can I find this?**  
*Contact Melissa at [Melissa@jdevents.com](mailto:Melissa@jdevents.com) or 203-371-6322 and she will look up your booth number for you.*
  
- 6) **What does my Exhibitor Badge give me access to?**  
*As a registered exhibitor, all personnel can attend learning lounge, keynotes, and exhibit floor receptions plus with a flex pass-one person per booth can attend the conference sessions.*
  
- 7) **What comes standard with my booth?**  
*Each booth comes with a company listing on the website, 1 Flex Pass, 5-Exhibitor Personnel Registrations, a listing in the program guide, standard drapery, company id sign (7"x44") and exhibit hall security.*
  
- 8) **What are a few things I need to bring or order for my booth?**  
*Carpet, electricity, signage, promotional material/business cards, etc.*

9) **What do I do if I need to update my company information (description on the web, logo, exhibitor contact, etc)?**

You may update your exhibitor listing using our online form:

[www.schoolbuildingexpo.com/descriptionform.asp](http://www.schoolbuildingexpo.com/descriptionform.asp) . If you purchased a logo with your listing, you may send it to [Melissa@jdevents.com](mailto:Melissa@jdevents.com) .

10) **Is there an advantage to Advanced Warehouse vs. Direct Shipping to Navy Pier?**

*School Building Expo recommends using Advanced Warehouse shipping. This is the most effective method as your freight will be in your booth on the first day of move-in. The unloading of Direct Shipments at School Building Expo is based upon dock space at Navy Pier, #of shippers at that moment and size of shipments on a truck, overall efficiencies/inefficiencies and the marshalling yard. Direct shipments do not start to be handled until 12:30 PM Monday, May 10th. There are variables beyond your control so delays are often experienced from this shipping method. BE SAFE, SEND YOUR SHIPMENT TO ADVANCED WAREHOUSE!*

11) **Wow!!! How can I stay organized for the School Building Expo & College Building Expo?**

*Our exhibitor timeline will provide you with deadlines and contact info on all the outside vendors we are using to make your show successful. You can view the timeline at*

*<http://www.jdevents.com/Uploads/SBX2010/BX2010.servicestimeline.pdf>*

12) **What marketing opportunities do I have to invite my clients and/or prospects?**

*1. **Invite Your VIPs:** Forward an electronic VIP Expo Ticket (available in mid-February) to your clients and prospects and invite them to attend the Expo with your compliments! This VIP pass includes admission to the exhibit hall, Learning Lounge, and keynote presentation. Doing a mailing? A limited number of printed tickets can be sent to you upon request. Please email [joelle@jdevents.com](mailto:joelle@jdevents.com) with the number of tickets you would like to receive and the shipping address to which they should be sent. Requests for printed tickets can only be taken until April 2, 2010.*

*3. **Customize - and Track - Your Invitations:** Take advantage of a new online tool that generates an invitation email for your customers to get a free expo pass (or full conference pass if they qualify!\*) with your compliments. Create and distribute your own unique priority code, send a personal invitation, register your clients yourself or invite a group all at once by pasting your own unique registration link into a broadcast email. You can also keep track in real time of clients who have registered! This can all be done with just a few clicks within your Exhibitor Registration system (where you register your booth personnel).*

**4. Alert the Media:** Arrange to bring press kits to the event for distribution in the official Press Room. Include releases about new products and services and indicate who, at your booth, the press can contact should they have follow-up questions. Vollmer Public Relations is the official media relations firm for School Building Expo and College Building Expo. See [www.schoolbuildingexpo.com/press.asp](http://www.schoolbuildingexpo.com/press.asp) for more media relations information. Contact Rupa Patel at [rupa@vollmerpr.com](mailto:rupa@vollmerpr.com) with any questions.