



DEAR EXHIBITOR:

Thank you for reserving exhibit space at the 2019 Real Estate Exchange, being held on Wednesday, April 17, from 1:00 to 5:00 p.m. at Hilton Columbus at Easton, 3900 Chagrin Drive. The information contained in this packet will provide you with everything you need to know about the Exchange. If, after reading this packet, you still have questions, please contact Kathy Elliott or Karen Sobotka at 614-475-4000.

Your exhibit space reservation fee includes a 6' skirted table and two folding chairs. Two badges and two tickets are included with your exhibit space. Any additional badges/tickets that are needed may be purchased using the enclosed order form. The badges are \$30 in advance, \$40 at the door. A ticket entitles the bearer to admittance to Exchange and event giveaway.

Exhibit setup begins at 8 a.m. April 17. The exhibit hall is scheduled to open for the trade show at 3:00 p.m., but we ask all exhibitors to be ready by 12:00 p.m. We reserve the right to deny access to individual exhibit spaces that are not set up by 12:00 p.m., so plan accordingly. WE ASK THAT VENDORS NOT BEGIN DISMANTLING THEIR EXHIBIT SPACE UNTIL AFTER 5:00 P.M. DISMANTLING IS TO BE CONCLUDED BY 6:00 P.M. APRIL 17.

The "Real Estate Exchange" is a revamped version of "Sales Associates Day/Tradeshow," historically held in the fall over the past 30 years. This year's program has been designed as an industry marketplace for REALTOR® attendees to attend sessions covering various topics, to build relationships with industry-related businesses during the tradeshow portion of the event, and to enjoy a networking/social event in the late afternoon that includes both REALTORS® and exhibit vendors.

If you have any questions, please contact Karen Sobotka at 614-475-4000 x246 or KSobotka@columbusrealtors.com or Kathy Elliott at 614-475-4000 x233 or KElliott@columbusrealtors.com.

Thank you for your participation in the 2019 Real Estate Exchange and best wishes for a productive show!

Sincerely,

Kathy Elliott
Exchange Co-Coordinator

Karen Sobotka
Exchange Co-Coordinator

EXHIBITOR CONTRACT



Company: _____
(Please indicate exactly how you wish your company name to appear on signage/lists)

Type Of Business: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Fax Number: _____

Email Address: _____

Contact Person: _____ Title: _____

Signature: _____



Our exhibit space will require electrical hookup. Yes No

A check for the exhibit space **MUST** accompany this reservation form and be received by Columbus REALTORS® no later than April 10, 2019.

Please make all checks payable to:

Columbus REALTORS®
Attn: Karen Sobotka
2700 Airport Drive
Columbus, OH 43219

PLEASE CHECK ONE OF THE FOLLOWING:

- Columbus REALTORS® Member reserving before 2/28.....\$350
- Columbus REALTORS® Member reserving after 2/28 but before 3/29... \$375
- Columbus REALTORS® Member reserving after 3/29\$425
- Non-Columbus REALTORS® Member\$560

A detailed planning packet is enclosed for your convenience.

ADDITIONAL BADGE ORDER FORM



Note: Two tickets and two badges are included in exhibit space rental.

Please Send # _____ **Additional Exhibit Worker Badges/Tickets** (@ \$30 ea.) for Real Estate Exchange 2019. Names for badges **must** be indicated below.
(Includes one exhibit worker ticket for each badge ordered.)

Enclose a check covering the full amount of the order.
Make all checks payable to: Columbus REALTORS®.

Badges and tickets purchased day of the event will cost \$40 each.

Name(s): _____

Company: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

**Return this form by April 10 to Karen Sobotka at:
Columbus REALTORS®, 2700 Airport Drive, Columbus, Ohio 43219.**

GENERAL INFORMATION



EVENT

- Real Estate Exchange 2019

DATE AND LOCATION

- Wednesday, April 17
- Hilton Columbus at Easton
- 3900 Chagrin Drive

SCHEDULE

- 1:00 p.m. - Doors open
- 1:15 - 1:45 p.m. - Columbus 2020
- 2:00 - 3:00 p.m. - Main Speaker
- 3:00 - 5:00 p.m. - Expo
- 3:30 - 5:00 p.m. - Happy Hour

COST

- Columbus REALTORS® Member reserving before 2/28.....\$350
- Columbus REALTORS® Member reserving after 2/28 but before 3/29.....\$375
- Columbus REALTORS® Member reserving after 3/29.....\$425
- Non-Columbus REALTORS® Member.....\$560

TICKET INFORMATION

- Exhibitors receive two badges and two tickets
(each ticket entitles the bearer to admittance & event giveaway)
- Additional tickets, \$30 in advance, \$40 at the door

TARGET AUDIENCE

- all 7,000+ REALTOR® members
of Columbus REALTORS®

PAST ATTENDANCE

- between 750 and 1,100

SETUP/DISMANTLING

- Setup between 8:00 a.m. - 12:00 p.m.
- Dismantling between 5:00 - 6:00 p.m.

PARKING

- Free parking adjacent to the
Hilton at Easton

RULES & REGULATIONS



EVENT PROMOTION: The Columbus REALTORS® will promote the event to its members through various channels. Exhibitors are encouraged to promote attendance among REALTORS® but are not permitted to give free Exchange tickets unless they have purchased them from the Columbus REALTORS®.

LOCATION OF EXHIBIT SPACE: Every effort will be made to arrange exhibit spaces so no exhibitor is next to a competitor.

SETUP AND REMOVAL: Exhibitors may begin moving in at 8 a.m. on Wednesday, April 17. All exhibitors must be in place by 12:00 p.m., or Columbus REALTORS® may deny access to the exhibit space. Although the tradeshow portion of the Exchange is not scheduled to open until 3:00 p.m., all exhibits must be ready by Noon. All exhibits must remain until 5:00 p.m. on April 17. Removal of any portion before that time is not permitted. All exhibits must be completely removed by 6:00 p.m.

EXHIBIT SPACE PERSONNEL: Models and demonstrators must be clothed in an acceptable manner. Exhibit space participants must wear their name badges while staffing the exhibit space and when reentering the trade show hall.

PAYMENT AND CANCELLATION: All contracts must be accompanied by payment in full. The contract is not subject to cancellation, and subletting or sharing of the exhibit space is prohibited. Exhibitors who don't use the exhibit space will not receive a refund, and the Columbus REALTORS® will use the vacant space in any way it deems appropriate.

EXPO JURISDICTION: No exhibits will be permitted outside the regular jurisdiction of the exposition. The distribution of printed matter, souvenirs or other articles will be restricted to the exhibit space. In addition, all aisle space belongs to the exposition, and no exhibit can extend beyond the allotted space. Any activity by an exhibitor that results in the obstruction of the aisles or prevents access to a neighboring exhibit may be suspended for any period specified by the Columbus REALTORS®.

FOOD: Only individually wrapped candy is permitted for distribution from exhibit.

SMOKING: Smoking is not permitted inside the Hilton at Easton.

PRIZE DRAWINGS: Exhibit vendors are encouraged to conduct prize drawings from within their exhibit spaces for the tradeshow attendees. Door prize reporting forms will be provided to you upon check-in and the process explained further during the Exhibit Vendor Meeting conducted prior to the expo's opening.

EXHIBIT SPACE DIMENSIONS: Set up based on the Hilton's floorplan, 6' skirted table and two folding chairs.

DISPLAY HEIGHTS: All displays are limited to a height of six feet across the back. Nothing can be taped, tacked or attached in any way to the columns, walls, ceiling or floor of the exhibit hall.

WIFI ACCESS: Is available.

LIGHTING: Lighting cannot be used in a way that the glare is annoying to visitors or neighboring exhibitors. Flashing, rotating or travelling electric signs or lights are prohibited.

NOISE: Public address, sound producing or amplifying devices that project sound beyond the exhibitor's exhibit and excessive operating noise that distracts neighboring exhibits are prohibited.

LIABILITY: Exhibitors should be certain that their public utility and employee compensation policies include coverage of their exhibit personnel and the public visiting the exhibit space. Exhibitors who want insurance on their exhibits must place coverage at their own expense. Neither the Columbus REALTORS® nor the Hilton Columbus at Easton will be responsible for injury to exhibitors or their employees or for the loss of or damage to equipment, displays, clothing, tools, or any material. In addition, exhibitors cannot have a display or use materials that do not meet the City of Columbus fire code and the regulations set forth by the Hilton Columbus at Easton.

INDEMNIFICATION: Exhibitors shall indemnify and save harmless the Columbus REALTORS®, its officers, employees and agents and the Hilton Columbus at Easton from all liabilities, obligations, damages, penalties, claims, costs, charges and expenses that may be imposed upon or incurred by said parties from the use of the premises or the operation of business thereon. In case of action brought against the Columbus REALTORS® or the Hilton Columbus at Easton by a visitor, the exhibitor shall pay all expenses to resist or defend such action or proceeding, including the payment of any related judgment.

EFFECTIVE EXHIBITS



- Have you developed and discussed objectives for the expo?
- Have you chosen the best exhibit personnel? Do they possess knowledge about the company's products and applications? Do they have the ability to convey that knowledge? Can they demonstrate the products or services effectively?
- Have you taken time to "sell" your exhibit personnel on the value of your exhibit?
- Have your exhibit personnel been trained on greeting visitors immediately?
Demonstrating enthusiasm for your product or service?
Opening a conversation with an attention-getting statement?
Determining the visitor's interest or problem?
Quickly involving the visitor in displays or demonstrations?
Anticipating and answering objections?
Reserving strong sales points for the closing?
- Have you considered company policies on sitting while on duty and drinking or eating in the exhibit?
- Will there be a technical expert present to answer tough questions?
- Will top management be present in your exhibit?
- Have you put together a packet for exhibit visitors to take with them?
- Do you have a way to record who visits your exhibit and how involved they become so that you will have a mailing list to make follow-up communications?
- Have you decided on procedures for handling special guests?