



# THE ALPENA NEWS

## DOING BUSINESS BETTER



2017 Business Expo will be held at the APlex, 701 Woodward Avenue, Alpena on Friday, February 3rd from 5:30 p.m. to 7:30 p.m. for a Chamber of Commerce Expo Exclusive: Network Business to Business Only Pre-Expo Event & Saturday, February 4th from 10 a.m. until 4 p.m. Set up available Thursday evening, 4:00 p.m. to 7:00 p.m. and Friday 10 a.m. - 5 p.m. Tear down Saturday, February 4th from 4 p.m. until 6 p.m. This two day event is designed to make it easy for you to staff while giving you maximum exposure to the marketplace! Your investment will include over \$10,000 in newspaper and radio advertising starting in January, your booth and more! You will be part of the special supplement that will appear in The Alpena News on Wednesday, February 1, 2017. This supplement will reach over 30,000 potential customers. Registration at the door will allow every person attending the chance at prizes all day long with the Grand Prize drawing on Saturday, February 4th at the end of the Expo.

### Package #1

- 10'x8' booth
- 1/4 page ad in the 2015 Business Expo Supplement
- FREE "Invitation Ads"
- Logo and Name included in Powerpoint Displayed during Business Expo

#### YOUR INVESTMENT

\$350<sup>00</sup> and \$25<sup>00</sup> value prize

### Package #2

- 20'x8' booth
- 1/2 page ad in the 2015 Business Expo Supplement
- FREE "Invitation Ads"
- Logo and Name included in Powerpoint Displayed during Business Expo

#### YOUR INVESTMENT

\$550<sup>00</sup> and \$25<sup>00</sup> value prize

Check as many as you will need:

One round table, or  One long table, no charge  Two chairs, no charge

110 Electrical, no charge  Extra Tables at \$10.00 each  Poles (for banners)

*Exhibitor responsible for extra tables they might need.*

I understand that there is a \$100 cancellation charge and that I must supply a \$25.00 prize to be given away during the Expo. Prize must be turned in by 4 p.m. Friday, February 3rd. I may also have a drawing at my booth but I must bring a separate prize for this.

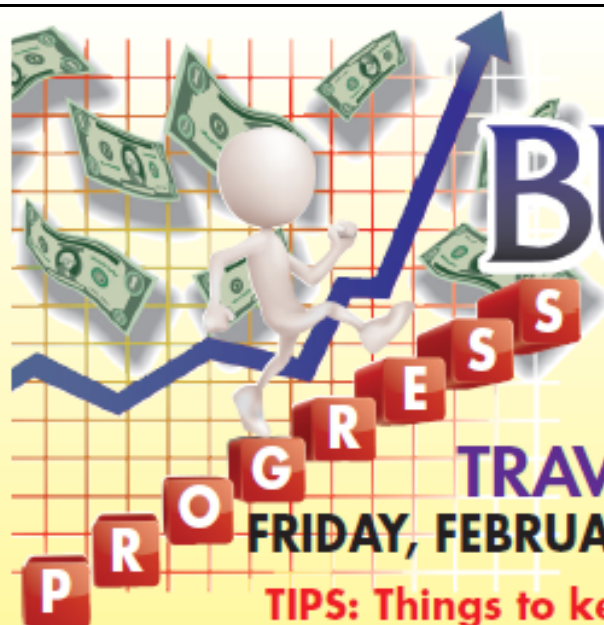
I will set-up and be ready for the show at 5:30 p.m., Friday, February 3rd. I will keep the booth open until 4 p.m. and promptly tear down by 6 p.m. on Saturday, February 4th. I will provide insurance coverage for my booth area.

Your Business Name \_\_\_\_\_

Your Signature \_\_\_\_\_ Date \_\_\_\_\_

Ad Representative \_\_\_\_\_

Ad Manager \_\_\_\_\_



# The Alpena News' **BUSINESS** 2017 **EXPO**

**TRAVEL THE PATH TO PROGRESS**  
**FRIDAY, FEBRUARY 3RD and SATURDAY, FEBRUARY 4TH**

**TIPS: Things to keep in mind for a successful booth.**

This is an opportunity to showcase your products and services to thousands of potential customers in one day! It is important to take advantage of this captured market. Here are some suggestions that you may want to think about.

Involve the crowd.

- Furniture stores could take advantage of computerized design programs and designer abilities. Bring in samples to show fabric textures and the benefits of various products.
- Likewise, kitchen stores should showcase their design capabilities with computerized layouts. Advertise ahead of time to have Expo participants bring in their kitchen ideas - then use the computer to give them a thumbnail design.
- Realtors should display properties that are available. Plans should be made to "marry up" with mortgage lenders at their booths so as to let customers know their different loan options.
- Beauty Shops should consider live demonstrations on hair, nails, makeup, etc. to build their clientele.
- The same would apply for pet grooming. Groomers should arrange with current customers to bring their pets that day for grooming.
- Massage therapists could do "on the spot" neck massages.
- Banks and Financial institutions should consider having qualified, outgoing personnel on hand to give advice and answer questions on all the services offered for your money.
- Landscaping or Nurseries could demonstrate the new "pond" ideas or offer computer programs to help design areas.
- Florists could have demonstrations on unique fresh arrangement ideas.
- Health Care Professionals could offer free blood pressure readings or screenings. Information could be distributed on a variety of services and in some instances, products could be displayed. The show is perfect for everyone in this field from hospital departments to nursing home representatives.
- Hospice programs should be presented so the public can learn what they do and who they serve.

We want your day to be as successful as possible! Along with the prize you will donate for show drawings, you might want to consider offering a drawing at your booth. These have worked well for many different businesses in the past. Save the registration blanks and incorporate them into your data base so you can target these people later. We will announce the drawing for you. Any type of booth that offers demonstrations or hands-on activities will be more successful. This is the place to give out the "top of the mind" advertising you may have ... pencils, key chains, bags, etc.

For any questions, or if you need ideas, please let us know and we will be happy to help.

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