

# 2010 REGIONAL BUSINESS EXPO

Thursday, March 25, 2010

4:00 - 7:00 p.m.

Diamond Jo Casino ♦ Northwood, IA

Back by popular demand, the members of five area Chambers of Commerce invite you to participate in the 2010 Regional Business Expo! Exhibitors are members of one of the participating area Chambers who design, produce, distribute, manufacture, or sell products and/or services to consumers and businesses in the North Iowa and Southern Minnesota area. This expo is **open to the public**, and last year's attendance reached over 300 during the three-hour timeframe.

**Participating Chambers: Albert Lea, Algona, Forest City, Lake Mills, Mason City, and Northwood**

## Exhibitor Benefits

- ♦ Build relationships with other business people who can use or recommend your products and services
- ♦ Network with 43 exhibiting businesses
- ♦ Enhance awareness of your products and services
- ♦ Increase sales
- ♦ Introduce new products and/or services
- ♦ Increase awareness of your company

## Exhibitor / Admission Fees

- |                                    |       |
|------------------------------------|-------|
| ♦ Exhibitor Fee                    | \$275 |
| ♦ Electricity                      | FREE  |
| ♦ Wireless internet access         | FREE  |
| ♦ Admission for the general public | FREE  |
| ♦ A cash bar will be available     |       |

## "Exhibitors Only" Networking

Beginning promptly at 3 p.m., the Exhibitors will have an opportunity to network exclusively with each other for one hour prior to the exhibits being opened to the public.

## Expo Schedule

- |   |             |
|---|-------------|
| ♦ Exhibitor Setup                                 | 12 - 3 p.m. |
| ♦ Exhibits Open to the Public                     | 4 - 7 p.m.  |
| ♦ Door Prize Drawings<br>(must be present to win) | 6:30 p.m.   |

*Note: Door prize drawings are voluntarily provided by Exhibitors (not required).*

## Registration

- ♦ In order to exhibit at the 2010 Regional Business Expo, you must be a member in good standing with one of the participating Chambers of Commerce
- ♦ Call your Chamber of Commerce to request an "Exhibitor Agreement Form"
- ♦ Booths available: 44
- ♦ Booths assigned on a first-come basis

## Expo Promotion

- ♦ Monthly newsletters (three months' exposure) of six participating Chambers of Commerce
- ♦ Announcements at Chamber events
- ♦ Media press releases
- ♦ Radio coverage
- ♦ Website exposure