



Back by Popular Demand!

Register Now For Business TradeFaire 2016

Walnut Creek Marriott Hotel

2355 N. Main Street
Walnut Creek

Thursday, September 29

5:00 – 7:00 p.m.

Early Bird* Pricing Until July 29

Exhibitor Booth \$245*

Walnut Creek Chamber Members

Non-Members

Exhibitor Booth \$445*

After July 29, 2016

Member Booth \$295 | Non-member \$495

- ❖ Sell and Exhibit Your Products, Services, and Technologies
- ❖ Showcase Your Company to New Markets
- ❖ Increase Awareness of Your Company
 - ❖ Generate New Leads
 - ❖ Evaluate Your Competition
- ❖ Network with Other Businesses and Community Members
- ❖ Help Promote Shopping Locally and Keeping Our Economy Strong



“We find the Walnut Creek Chamber to have wonderful spirit and energy. Our involvement in the TradeFaire has been a great value. As a new business to the area we have found the showcase to be a fantastic way to meet new customers and network with our fellow local businesses. This type of face-to-face exposure is invaluable! We look forward to being part of the East Bay Woman's Conference, Art & Wine Festival, and the TradeFaire next year.”

Paul Newman, Regional Manager
Click Scan Share

Admission is FREE to the Public ~ Free Valet Parking ~ Hors d'oeuvres

LIMITED BOOTH SPACE AVAILABLE



**Walnut Creek Chamber of Commerce
& Visitors Bureau**

Business TradeFaire 2016

Thursday, September 29, 2016 / 5:00 - 7:00 p.m.

Walnut Creek Marriott Hotel

California Ballroom

2355 N. Main Street Boulevard in Walnut Creek

Company: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Showcase Booth Fee: **Early Bird* Member Fee \$245.00** **Early Bird* Non-Member Fee \$445.00**

*Early Bird fees applicable to registrations received by end of day Friday, July 29, 2016.

After July 29, booth fees are as follows:

Showcase Booth Fee: **Member Fee \$295.00** **Non-Member Fee \$495.00**

Will you need electricity? **Yes** **No**

Do you have a large / oversized Trade Fair Display? **Yes** **No**

Method of Payment: Check Credit Card (Visa, Mastercard, American Express, Discover)

Credit Card Number: _____ Expires _____

Last 3 digits from number on back of credit card: _____ Total to be charged: _____

Name on the credit card: _____

Credit card billing address including zip code: _____

Signature: _____ Date: _____

IMPORTANT: If you will be selling a product(s) or service(s) from your exhibitor booth, complete and return a "Seller's Registration Agreement" two weeks prior to the event date as required by the State Board of Equalization.

Return registration and payment to:

Walnut Creek Chamber of Commerce & Visitors Bureau
1280 Civic Drive, Suite 100, Walnut Creek, California 94596

Phone: (925) 934-2007 Fax (925) 934-2404 chamber@walnut-creek.com

or Register Online at: www.walnut-creek.com, Event Registration

Guidelines

General Conditions

Each display area will include a skirted 6' table. Storage space is limited to under the tables. **Please let us know if you have an oversized (height or width) Trade Faire display.**

Electricity is available only if you ordered it in your registration form. If you requested electricity, remember to bring your own extension cords.

Any Exhibitor who sells merchandise or services from their booth, must complete and return a "Seller's Agreement" form to the Walnut Creek Chamber of Commerce two weeks prior to the event date.

Exhibitors agree to hold Chamber harmless of, from, and against all claims, damages, losses, costs, liabilities, expenses and judgments recovered from or assessed against the Chamber due to injury or damages to person or property.

Before the TradeFaire

Exhibitors may begin their set up after 3:00 p.m., but must be fully constructed by 4:45 p.m.

As an exhibitor, you supply all signage, promotional materials, easels, and containers for drawings, props, prizes or certificates, and anything else used in your booth.

You may affix signs and items to easels or other skirting, but not to walls. We cannot allow objects that puncture the floors. Please do not obstruct the visual access of other displays.

Make your booth appealing to attendees. Use balloons, bright colors, three dimensional displays, contests and giveaways. These add to your booth and to the entire TradeFaire.

During the TradeFaire

Someone must be in your booth at all times between 5:00 p.m. and 7:00 p.m. Maintain the booth for the full two hours.

An empty booth can make a bad impression on attendees. Create a good, professional impression at all times. Make eye contact, initiate conversations. This will help you make valuable business connections.

Turn all audio equipment to conversational levels. This will make it easier for people to talk with you.

Have a prize drawing. This attracts people and provides you with business cards for follow-up after the show. Hold your drawings at 6:30 p.m. Post the names of the winners at your booth so they can be seen from the aisles. This will encourage people to return to your booth.

We will not make announcements over the P.A. system because it distracts attendees and takes away from your time with them.

At the close of the TradeFaire

Wait until 7:00 p.m. before dismantling your booth. Starting earlier will discourage people from visiting your booth or those near you.

After the TradeFaire

Immediately follow up on the contacts you made. People will remember you better the next day rather than the next week. Send thank you notes to everyone who stopped at your booth. The more contact you make with a person, the greater your chances of doing business.

Showcase Exhibitors

If you will be selling from your exhibitor booth , your must complete and return this agreement to the Walnut Creek Chamber of Commerce & Visitors Bureau. Per the State Board of Equalization, no money is allowed to change hands at this event without a Seller's Registration Agreement.

Seller's Registration Agreement

Form Must Be Typed or Printed Clear

Name of Business: _____

Exhibitor Contact Name: _____

Merchandise to be sold: _____

Phone: _____ Cell Phone: _____

FAX: _____

Federal Tax ID # _____

Federal Tax ID # listed as: _____

Seller's Permit # _____

I UNDERSTAND THAT THE WALNUT CREEK CHAMBER OF COMMERCE, CITY OF WALNUT CREEK, AND SPONSORING ORGANIZATIONS ARE NOT RESPONSIBLE FOR LOST, STOLEN OR DAMAGED EQUIPMENT OR MERCHANDISE. I ALSO UNDERSTAND THAT THE WALNUT CREEK CHAMBER OF COMMERCE, CITY OF WALNUT CREEK, AND SPONSORING ORGANIZATIONS ARE NOT RESPONSIBLE FOR ACCIDENT / INJURY TO ME OR MY STAFF AND I DO HOLD HARMLESS ANY OF THE ABOVE INDIVIDUALS, BUSINESSES OR ORGANIZATIONS FOR ANY AND ALL LIABILITY.

Signature: _____ Date _____

Please provide a certificate of liability insurance in the amount of \$1,000,000 per occurrence or \$2,000,000 general aggregate, naming the Walnut Creek Chamber of Commerce as additional insured.

Please Forward to:
Walnut Creek Chamber of Commerce & Visitors Bureau
1280 Civic Drive, Suite 100 Walnut Creek, Ca. 94596
Phone 925-934-2007 FAX 925-934-2404