



# EXHIBITOR INFORMATION

- **ELECTRICAL** - If you need electrical equipment, please bring extension cords and surge protectors. For those signed up for electricity, it will be available at your booth. If you need electricity, please secure it before March 4, 2022 by contacting the Chapter Office at 757-558-8128. After March 9, 2020, the fee increases to \$125.00 per booth.
- **BOOTH REPRESENTATIVES NAMES** - Please send in the names of all your booth representatives no later than February 28, 2022. This ensures that everyone in your booth will have a name badge, which is also used as a means of showing all registered participants.
- **BOOTH SET-UP** - You can begin setting up your booth at 12:00pm on Friday, March 11, 2022 in the Ballroom at the Virginia Beach Convention Center. **Exhibitors must drive to the rear of the Convention Center to bring in booth items. DO NOT UNLOAD IN FRONT OF THE CONVENTION CENTER – YOU WILL BE TOWED!**

Unloading at the dock is limited to 15 minutes per exhibitor. Exhibitors should unload and remove vehicle in a timely manner as a courtesy to other exhibitors that need to unload. If you have a dolly or cart to help you unload, it may be a good idea to bring it to help speed up the unloading process.

Please make sure that you have enough time to set your booth up. **Setup will end at 4:00pm SHARP.**

- **BOOTH DECORATING CONTEST** - We will be hosting our annual Booth Decorating Contest. The winner of the contest wins one free 6' x 8' booth for CA Day 2023. Second place will receive 50% off one 6' x 8' booth for CA Day 2023. Third place will receive 25% off one 6' x 8' booth for CA Day 2023. A panel of impartial managers & board members will be judging the booths. Judging will take place on Saturday, March 12, 2022 from 7:30am to 8:30am, so please have your booth set up and manned prior to 7:15am on Saturday. Winners will be announced during lunch.
  - 1-10 pts / Originality
  - 1-5 pts / Staying within booth parameters
  - 1-5 pts / Adhering to Theme: Salute to Service (Military)
  - 1-10 pts / Effort taken
  - 30 Total possible points
- **WELCOME RECEPTION** – The CA Day 2022 Welcome Reception is sponsored by Pender & Coward, P.C., Relay Electric, LLC, The Sherwin Williams Company, and U. S. Lawns of Hampton Roads. The Welcome Reception takes place on Friday, March 11, 2022, immediately following booth setup. This event is free for TWO representatives from your company, as well as any additional registered exhibitor booth reps. This is a great stress-free time for you to meet Association Managers and other exhibitors. The reception is from 4:30pm - 7:00pm at Festival on 8th, 712 Atlantic Ave, Virginia Beach, VA 23451.

## IMPORTANT DATES & TIMES

<b>General Exhibitor Move In</b> Friday, March 11, 2022 12:00pm - 4:00pm	<b>Show Hours</b> Saturday, March 12, 2022 7:30am - 3:30pm
<b>Last Minute Move In</b> Saturday, March 12, 2022 6:00am - 7:15am	<b>Move Out</b> Saturday, March 12, 2022 2:30pm - 5:00pm

- **PUNCH CARDS** - To make sure that each booth gets maximum exposure, attendees receive a punch card. When attendees visit your company's booth, you will initial, punch, stamp, or sticker the number that corresponds with your booth number (shown on the sign above your booth). Attendees visiting all booths will be eligible for one of four grand prize drawings.
- **TRADE SHOW BREAKFAST** - Saturday, March 12th, a buffet breakfast will be provided for the attendees from 7:30am - 8:30am. The breakfast will remain in place until 9:00am, allowing enough time for the exhibitors to help themselves.
- **TRADE SHOW LUNCH** – Saturday, March 12th, a buffet lunch will be provided for registered booth representatives from your company. Exhibitors must eat between 12:00pm to 12:30pm, as this will be the only time you will be free to eat lunch. Attendees will be back in the room between 12:30pm and 2:15pm for lunch.

The 50-50 raffle prize drawing and the attendee grand prize drawings will be awarded at 1:45pm in the Trade Show arena. Must be present to win.

- **DOOR PRIZES** - To maximize your follow-up for potential business, we encourage your company to provide a door prize for Saturday's show. A sign will be provided to post in your booth naming the prize and the winner you select. Draw the winner(s) name(s) from the contacts your company collects during the day of the Trade Show. Post the information on the provided sign in your booth no later than 1:45pm. Ideas for prizes are cash, hot technology items, restaurant gift certificates, overnight hotel stays, and gift certificates for other services.
- **WHEN IT'S OVER** - Exhibitors will be allowed to pack up their booth after lunch ends at 2:30pm. **Do not break down your booth before 2:30pm!** IT IS ABSOLUTELY MANDATORY THAT ALL TRASH, BOXES, AND ANY OTHER ITEMS BROUGHT IN BY YOUR COMPANY, AS AN EXHIBITOR, BE CLEANED UP AND REMOVED BEFORE LEAVING THE CONVENTION CENTER.
- **BUSINESS PARTNERS ROUNDTABLE** – The CA Day 2022 Committee invites you to the SEVA-CAI office on Tuesday, March 29, 2022 from 11:00am to 1:00pm for a complimentary roundtable discussion to help convert leads into sales. Bring Your Own Lunch and we'll provide the drinks.

*Topics will include:*

- How do you prioritize your leads?
- How do you qualify your leads?
- What is the best way to approach a manager?
- What is the best way to approach a board?
- How do you determine if the show was a success for YOU?
- Expectations: Did you go into the show with realistic ones?

**Reminder:** Full payment for CA Day 2022 is due no later than March 4, 2022. Payment must be received prior to set up. Contact Aris Nazarova at 757-558-8128 or by email [aris@sevacai.org](mailto:aris@sevacai.org) if you have any questions regarding your account.

We want to take this time to thank you for your participation and if there is anything you need, please call Steve at 757-328-4746, Shannon at 757-657-2111, or the Chapter at 757-558-8128.

Sincerely,

*Shannon Lee & Steve Townsend*

CA Day 2022 Committee Chairs

**BUILDING BETTER COMMUNITIES**  
757-558-8128 | [www.CADAYVIRGINIA.com](http://www.CADAYVIRGINIA.com)



# BOOTH IDEAS

The Do's & Dont's for CA Day 2022 Trade Show & Education Expo

## PLEASE DO!

### Decorations

- Military Flags
- Uniforms/Costumes
- Corn Hole/Yard Games
- Flags/Pennants/Banners
- Standing Cut Outs
- Table Games
- Backdrops
- Head in the Hole
- Photo Booth
- Inflatables
- LED Lighting
- Fog Machine
- Candy Jars
- Prizes

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### Food

The following items can be rented from the Virginia Beach Convention Center for use during the show. Outside sources of food are not permitted.

- Popcorn
- Cotton Candy
- Dippin Dots
- Funnel Cake
- Frozen Slushie
- Ice Cream

## PLEASE DON'T!

### Decorations

- Confetti/Glitter
- Helium Balloons
- Enclosed Tents
- Hay/Straw
- Water/Liquids
- Open Flame
- Live Animals
- Stairs
- Motors
- Wet Paint
- Vehicles\*
- Fireworks
- Obstruct Aisle Space
- Expand Past Booth Parameters
- Surpass Height Restrictions

\* Unless ALL liquids (oil, gas, etc.) have been removed. Prior approval from the Virginia Beach Convention Center and the Fire Marshall is required

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### Food

- Grilling
- Deep Frying
- Open Flame
- Flat Tops

This list is not all-inclusive, and if you have any questions or concerns, please contact the Chapter at 757-558-8128. Additional restrictions may apply.



# WELCOME RECEPTION

**MARCH 11, 2022**

**4:30 PM - 7:30 PM**

**FESTIVAL ON 8<sup>TH</sup>**

712 ATLANTIC AVE | VIRGINIA BEACH, VA 23451

Casual Attire • Free Drink Ticket • Light Refreshments

This event is open to all Association Managers, and registered CA Day 2020 Exhibitors only, and it is FREE to attend!

*Guests of the above only may be registered at a cost of \$50 per person.*

## ASSOCIATION MANAGER DOOR PRIZES!

**Managers:** You'll be entered to win one of FOUR door prizes - a Mini Smart Phone Projector, a Ring Doorbell, a pair of Apple AirPods, or \$100 Cash!

Compliments of our  
Welcome Reception Sponsors!



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