



## Rochester WellFest 2012

WNY's Largest and Most Comprehensive Employee Healthy Living Exposition.

### EXHIBITOR GUIDELINES

**Show Place:** Rochester Riverside Convention Center  
**Show Date:** September 20<sup>th</sup> 10:30 am – 2:30 pm

**MESSAGE:** Everything is in place for the second annual **Rochester WellFest** and we hope everyone is as excited as we are at **Harmony Expositions!**

**IMPORTANT:** Rochester WellFest Exhibitor Information available online @ [www.Rochesterwellfest.com/register](http://www.Rochesterwellfest.com/register)

**DISTRIBUTION:** **This message has been sent to ONE COMPANY REPRESENTATIVE ONLY: Please forward to all participating associates.**

**BADGES:** An Exhibitor Badge Name Request will be emailed to company representative one week before the show. All Exhibitor Representatives **MUST** have an Exhibitor Badge to enter show.

All Badges must be picked up at Rochester WellFest **Registration Desk** of the main lobby before entry.

**Attendance:** All Exhibitors **MUST** be **PAID IN FULL** prior to show day in order to set up. If you do not have an invoice or have not sent in your remittance, please contact **Harmony Expositions**. Payment must be received prior to show date to gain admittance; **NO EXCEPTIONS!**

**Tickets:** Tickets and posters are available for download on the website.

**Pre Show Delivery:** Materials that need to be shipped to the Event should be shipped via show decorator **Hale Northeastern** to arrive on, and no earlier than 9/10/12 and no later than 9/14/12.

Hale Northeastern "**Shipping Request Form**" available on the website registration page.

**Set up:** **Show Day: Thursday, September 20<sup>th</sup> 8:30 am – 10:15 pm (Be prepared)**

**Booth Numbers:** See website under your Exhibitor listing on the website.

**Exhibitor Drop Off:** **VEHICLES FORM LINE AND AWAIT ASSISTANCE FROM EVENT STAFF TO UNLOAD**

**All unloading will take place at the REAR of the Convention Center off South Avenue. Harmony Expositions** will provide assistance (**HARMONY ANGELS** identified by the **GREEN SCRUBS and Baseball uniforms**) in unloading your materials and delivery to your booth while you park your car.

**All materials MUST be labeled with your COMPANY NAME to avoid misplacement.**

All Materials **MUST** be in sealed boxes, covered bins or duffle bags. Harmony Angels will not be responsible for delivery of Loose Exhibit Material.

Please have consideration for other exhibitors;

- Do not leave your car unattended.
- When you have unloaded please depart immediately from the loading area.
- Proceed to Exhibitor Parking Area immediately to make room for other exhibitors.

**Parking:** Please visit the website for parking instructions

**Booth Provisions:** Rochester WellFest is a “TABLE SHOW”

All booths come with 10’ pole-and-drape back-wall and 8’ pole-and-drape low sidewalls, a 6’ draped table, standard booth signage and 2 chairs.

Additional chairs are available by request through a **HARMONY ANGEL** identified by the **GREEN SCRUBS** on event day.

You may decorate your booth any way you wish. We suggest using vertical table display or the 10’ back-wall for poster and or banner signage to create visual interest.

**Recommendations:** Unless required for your demonstration; table should be oriented against back-wall and your company representatives should be out front to welcome and interact with the show attendee. **DO NOT SIT BEHIND YOUR TABLE!** It presents a barrier to interaction with the customer. **WEAR A SMILE AT ALL TIMES!**

**Harmony Raffle:** If you have not previously committed to a raffle prize, it is strongly recommended if not **REQUIRED!** Raffle prizes should be marked with your **COMPANY NAME** or a **CALLING CARD** for proper recognition. All attendees will be automatically entered in the Raffle. Attendees earn additional raffle chances through Harmony Bucks incentive program driving booth traffic for Exhibitors. Please bring your Raffle prize and drop off at the Harmony Raffle desk located in the Lobby near the Registration Desk.

**Food:** **Food Concessions are available in the Lobby from 9am – 2pm.**

**Break Down:** Tuesday 2:30 pm – 4:00 pm. All exhibitors must break down immediately following the show.

**Exhibitors may NOT break down early – NO EXCEPTIONS!**

**Contact:**

Pre-show:	Rochester WellFest – (716) 539-5793 <a href="mailto:info@rochesterwellfest.com">info@rochesterwellfest.com</a>
Day of Show:	Randy Murphy – (716) 839-5984 Nancy Murphy – (716) 316-9488
Show Decorator:	Steve Rutz Hale Northeastern (716) 896-6170 Cell – 818-0160

Thank you for supporting **Rochester WellFest** and from all of us at **Harmony Expositions**, Be Healthy and Enjoy the Show!

Sincerely,

Nancy & Randy Murphy  
Rochester WellFest  
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