



Buffalo WellFest 2011

WNY's Largest and Most Comprehensive Healthy Living Exposition.

EXHIBITOR GUIDELINES

- Show Place:** Buffalo Convention Center
Show Date: June 1st 10:30 am – 2:30 pm
- MESSAGE:** Everything is in place for **Buffalo WellFest** and we hope everyone is as excited as we are at **Harmony Expositions!**
- IMPORTANT:** Buffalo WellFest Exhibitor Information available online @ www.buffalowellfest.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 Badges must be picked up at Buffalo WellFest **Registration Desk** 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:** Each Exhibitor should have already received a Poster and 100 Complementary Admissions via Courier or Mail, for friends, family and business associates.

Additional Tickets are available to registered exhibitors upon request.
- Pre Show Delivery:** Materials that need to be shipped to the Event should be shipped to arrive on, and no earlier than 5/23/10 and no later than 5/27/10.

"Shipping Request Form" available on the website. Please contact "Hale Northeastern" for details.
- Set up:** **Show Day: Wednesday June 1st 8:30 am – 10:15 pm (Be prepared)**
- Booth Numbers:** See website <http://buffalowellfest.com/fieldhouse> under your Exhibitor listing on the Buffalo Convention Center site.
- Exhibitor Drop Off:** **All unloading will take place in the indoor loading docks off Pearl Street at the rear of the building.**

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.

VEHICLES FORM LINE AND AWAIT ASSISTANCE FROM EVENT STAFF TO UNLOAD

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: Buffalo WellFest is a “TABLE SHOW”

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

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.

Please bring your Raffle prize and drop off at the Harmony Raffle desk located in the Lobby near the Registration Desk.

All attendees will be automatically entered in the Raffle.

Food: **Food Concessions are available in the food court (menu online).**

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

Exhibitors may NOT break down early – NO EXCEPTIONS!

Contact:

Pre-show:	Buffalo WellFest – (716) 539-5793 info@buffalowellfest.com
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 **Buffalo WellFest** and from all of us at **Harmony Expositions**, Be Healthy and Enjoy the Show!

Sincerely,

Nancy & Randy Murphy
Buffalo WellFest
(716) 539-5793
randy@harmonyexpos.com
nancy@harmonyexpos.com
www.buffalowellfest.com