**Women Powering Change 2023**

**Tips for a Successful Expo Day**

Wednesday, March 2nd, 2023

4:00pm - 7:00pm

(Exhibitor set-up 2:00pm - 4:00pm)

**Seawell Ballroom at the Denver Performing Arts Complex**

**Address: 1350 Arapahoe St, Denver, CO 80204**

**Preparation (PRE-EVENT)**

* Prepare a visually appealing and engaging display of your exhibit area ahead of time. Setup will need to be quick & efficient on event day. You will have two hours to set up and be ready.
* You will be provided a 6-foot table. Please bring your own tablecloth for your table. Feel free to be creative!
* Choose materials & props wisely to maximize your space.
* Practice your pitch. Your unique story... What do you do? Why is it important? Who does it impact? Where? What is your impact as an organization? How can one engage with you?
* Prepare a call to action. Develop strategies for guests to be able to quickly engage with your organization or ways to follow up. A quick tip: in addition to a clipboard for guests to sign up to receive information, have a bowl or vase for them to drop their business cards into as it saves a ton of time! You can also have a sign-up document open digitally on an Ipad or tablet to be able to collect people’s info, this way you will get their info faster.
* The expected attendance at the event is approximately 1000. Please plan accordingly with your materials or how you’d like to drive your engagement with participants.
* In an effort to reduce waste, we will not be providing any event bags this year. We encourage every exhibitor to have a few extra bags (preferably paper bags) on hand (3-4) to hand out to participants that are interested in your print materials.
* Spread the word! Share the event details with your own community and network.

**TIPS (EVENT DAY)**

*Maximize this opportunity to reach potential donors, volunteers, new members, clients and collaborators. Be sure you have a plan established to engage people and a call to action of what is needed.*

* Exhibitor set up is from 2:00pm - 4:00pm. All exhibitor tables must be ready to host guests by 4:00pm sharp.
* After you unload your car, please park inside the Denver Performing Arts Complex parking garage or on the street in a paid parking space. More information will be emailed to you one week prior to the event as well as posted on the website.
* Exhibitor check-in will be at the front entrance of the **Denver Performing Arts Complex**. Volunteers will indicate your table assignment, and floor plan, and provide name tags.
* Volunteers will be available during exhibitor sign-in as needed to assist you in getting your materials to your assigned tables.
* Look for Alexis Newton or Rocio Duran (Co-Chairs, Exhibitor Relations) on-site the day of the event who can help to answer your questions throughout the event.
* Doors open at 4:00pm sharp for guests.
* Water stations will be set up throughout the expo area.
* Be prepared for the noise. If you are sharing a video, understand that the audio may be difficult with so many people in the room.
* There are not many electrical outlets near the exhibitor tables, so please plan ahead and bring your devices fully charged and/or bring your own power cord.
* WIFI information will be emailed to you one week prior to the event.
* Food and drinks will be available for sale at the venue, please bring a credit card or cash to enjoy.
* Plan to have your table open for the full duration of the event (4pm-7pm). We have only enough space for 100 organizations with many worthy organizations interested in exhibiting. Please respect our efforts to curate this experience for your benefit by honoring the time commitment of the expo and the tables assigned.
* Each table will have two chairs.
* Volunteers will check in with your table throughout the event and are available to assist as needed.
* The sale of products is allowed. Each organization is solely responsible for meeting the sales tax requirements for the State of Colorado & City of Denver, per their designation. If you plan on selling items at the event, please contact us directly at [womenpoweringchange@gmail.com](mailto:womenpoweringchange@gmail.com) for guidelines & approval.
* Make the most of the opportunity to learn about other organizations & be open to exploring possibilities for collaborations or partnerships.
* **ENJOY!**

**TIPS (POST-EVENT)**

* Complete the post-event survey. We value your feedback.
* Follow up with guest inquiries within a week and have a strategy to engage interested individuals you met during the event.
* Keep active communication with the people interested in your organization.