



SET UP INSTRUCTIONS 2024

On Friday, March 8, 2024, the Rockford High School will be hosting the women's basketball districts game at 5:30pm and the Spring Musical at 7pm. This will now impact how we do the set up for the EXPO.

Find your booth location here: [EXPO Map 2024](#)

Set Up Map & Parking – Please enter the High School at the West entrance drive way. There will be signage to guide you. You will need to park in the marked areas on Saturday morning! This will allow for EXPO attendees to park and enter the event. Please make sure all vendors are aware of where to park. We realize this is a little bit of a walk to the main entrance - Please come prepared!

Please follow the instructions for where your booth is located.

If you are located in the Main Entrance, Auditorium or Cafeteria:

- You will be utilizing entrance **A** or **C**. Set up for your booth will be available from 3pm until 7pm. However, with the game starting at 5:30pm, we suggest trying to arrive between 3pm and 5pm to set up your booth.
- The area your booth is in will be secure and will not be accessible to attendees of the basketball game.
- If you are in the Auditorium area, there will be security on site to ensure no one has access to your booth items during the musical however, your items may be stored during the musical if you choose.
- If you are unable to set up Friday evening, please contact the Chamber via email to let us know you will be there Saturday morning. You must arrive at 7am Saturday for set up and be ready by 8am.

If you are located in the Gymnasium:

- You will be utilizing entrance **B**. Due to the basketball game; **you will not be able to set up your booth on Friday evening.** Instead, we will be offering a drop off area at the back of the gym from 3:30pm until 5:30pm. You will be able to drop off all of your items for set up in the weight room located just inside of Entrance B. Your items will be securely stored during the game and will be dropped off at your booth space following the game.
- If you choose to take advantage of this drop off, we recommend dropping your items off in contained boxes, bags or containers that we can easily label with your booth number. This will then be delivered to your booth space after the game for you to set up on Saturday morning.
- If you would rather just set up on Saturday, you are not required to drop off on Friday afternoon. The doors to the high school will be open at 7am on Saturday, March 9th to set up. Please have your booth space ready by 8am.

We realize this is an inconvenience and appreciate your understanding in these changes.

If you have questions on this process, please let us know!

We will have access to email at the event but will not have access to our office phones. For questions on set up, please call Megan at 616-893-9998

REMINDERS:

- All exhibitors will provide their own display items and back drops.
- Electricity is limited. Electricity was provided on a first-come, first-serve basis.
- You **MUST** provide your own heavy-duty electrical extension cords.
- We request that all exhibitors have liability insurance of at least \$100,000.
- School does not have wireless capability.
- Not following the rules forfeits admittance to future events hosted by RCC.

MARKETING/SELLING: All marketing will take place within the confines of the area you have reserved. Absolutely no marketing outside of this area unless you are a paid roaming mascot sponsor.

DESIGNATED SELLING AREA: Any exhibitor discovered selling, and not in designated selling area, will be escorted out of the event and forfeit booth fee.

PARKING: To allow as much convenience to our visitors as possible, exhibitors **MUST** park in designated areas at the West entrance to the school on the day of the EXPO.

DOOR PRIZES: Door prizes are optional. If you would like to offer door prizes, you may do so at your booth. Contacting winners is the sole responsibility of the business offering the prize and will not be announced from the performance stage.

EXHIBITS: ONE BUSINESS PER BOOTH. All exhibits shall be kept neat in appearance and in good taste. The EXPO Committee reserves the right to regulate all exhibits and displays which may be considered objectionable/inconsistent with the goals of this event. Exhibitors are requested to clean their display area when vacating the EXPO.

WALK-THROUGH: Saturday, March 9th from 8:00 – 8:45 AM (exhibitors only). Business-to-business networking ends at 8:45 AM.

EXPO HOURS: Saturday, March 9th from 9:00 AM – 2:00 PM. Exhibitors must stay until 2:00 PM. Exhibitors are encouraged to focus on building relationships with the community during event hours.

CANCELLATION & REFUNDS: No refunds will be issued within 30 days of the Rockford Community EXPO. Special circumstances will be evaluated by the EXPO Committee on a case-by-case basis.

TEAR DOWN: 2PM until 3PM, Saturday, March 9th. There will be no early booth tear-down as it is disruptive and dangerous to the other exhibitors and attendees. Early tear-down forfeits admittance to future events hosted by RCC.

We encourage you all to advertise and spread the news about this event with your customers and followers. If you are on social media, please follow the event on our Facebook page and share: <https://fb.me/e/8lHt2owv3>

If you have any questions prior to the EXPO, please contact the Chamber office at 616-866-2000 or via email execdir@rockfordmichamber.com

Thank you and we look forward to seeing you at the EXPO!

Rockford Chamber of Commerce