

EXHIBITOR SET-UP

TRADE SHOW / EXPO

THE ESSENTIALS

- ✓ One 6-ft table per exhibitor
- ✓ All displays fit ON TOP of your table (no floor setups)
- ✓ Skip tall backdrops (ceiling overhangs are real)
- ✓ Tablecloths available upon request (or bring your own)

WHAT TO BRING

Marketing Materials

- One-sheet or trifold brochure about your company
- Info on services and community types you serve
- What sets you apart from competitors

Connection Essentials

- Plenty of business cards
- A way to collect leads (bowl for cards)

Luncheon/Breakfast Only

- A raffle prize valued at \$50 or less (gift card or small basket)

Arrival Times

- Breakfast Events: Arrive after 6am to set up
- Luncheon Events: Arrive after 10am to set up

RAFFLE STRATEGY

The raffle is your conversation starter. Here's how it works:

1. **Collect business cards** in your bowl during the event
2. **Andrea will draw a winner** during the educational presentation
3. **We'll post the winner at your table** and send everyone back to see prizes
4. **If the winner doesn't show up** after the event, mail or deliver the prize to their office

PRO TIPS FOR SUCCESS

Stand in front of your table.

Sitting behind it signals you're not open to conversation. Energy matters.

Keep it tidy and inviting.

Your space reflects your brand. Neat displays attract more visitors.

Go beyond business cards.

A raffle, game, or small treat sparks real conversations and gets people to stop by.

Be ready to pitch yourself.

Have a clear, concise story about what makes your company the best choice for community associations.

IMPORTANT: Stay Through the End

Please don't pack up or leave before the program ends. Attendees often make their rounds at the very end, and leaving early sends the wrong message. Plus, you might miss your best lead of the day! We appreciate your commitment to making this event great for everyone.

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KNOW YOUR AUDIENCE

You'll meet both managers and homeowners, and they have different needs.

LUNCHEON EVENTS

Primarily community association managers and professionals.

Bring materials focused on:

- Professional services
- Management expertise
- Compliance & best practices

EXPO EVENT

Primarily homeowners and board members.

Bring materials focused on:

- Homeowner benefits
- How you serve communities
- Easy-to-understand overview

SAMPLE SET-UPS

Here are some examples of successful exhibitor displays:



Have questions? Reach out to Andrea at andrea@cai-glac.org or 818-500-8636. See you at the event!

CAI Greater Los Angeles Chapter