

# TEDCO'S ENTREPRENEUR EXPO

—2019—

## EXHIBITOR GUIDE

### HOW TO BE SUCCESSFUL AT TEDCO'S ENTREPRENEUR EXPO

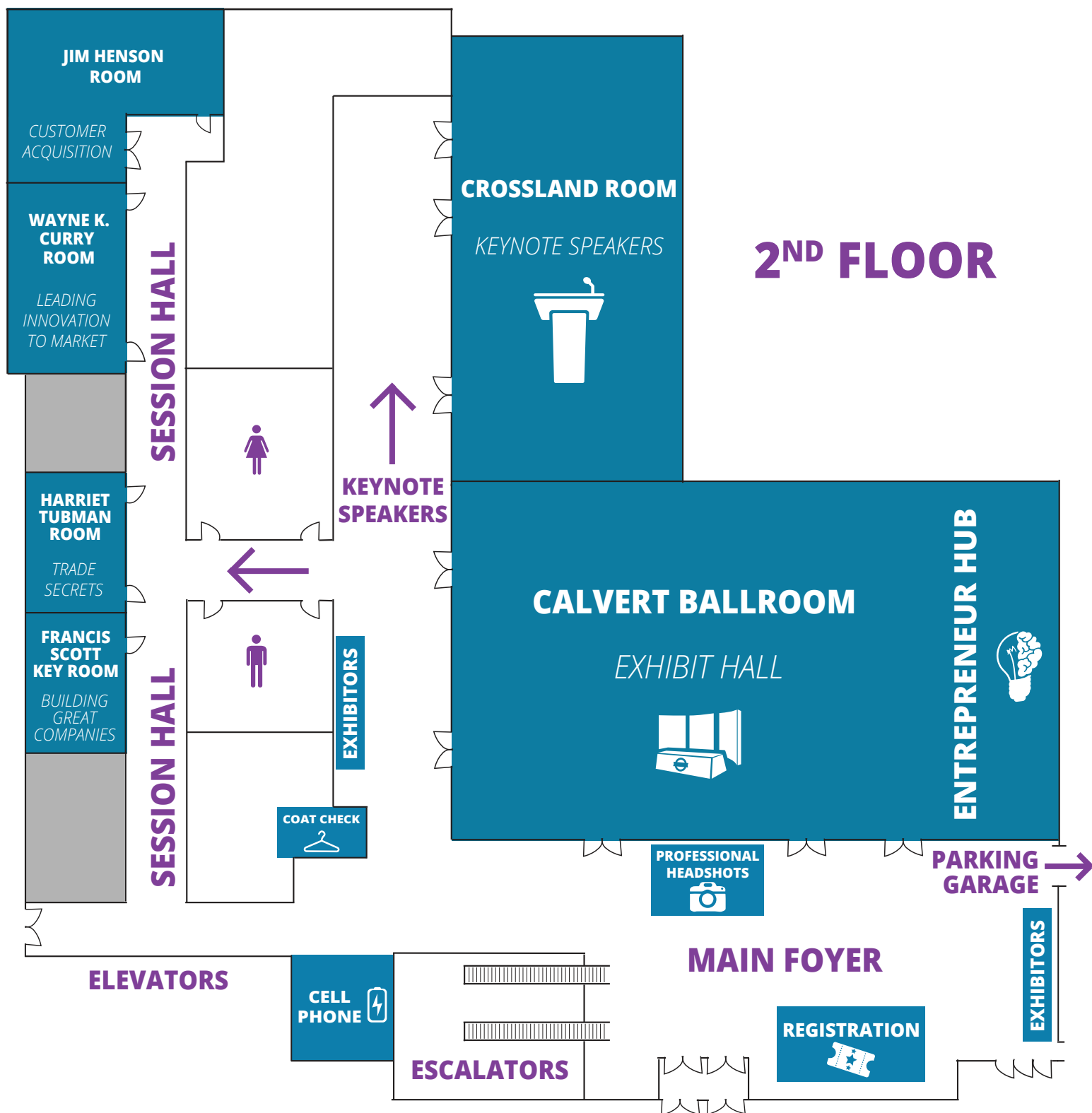
If you haven't experienced TEDCO's Entrepreneur Expo in the past, you're in for a full day of excitement, energy and innovation. We have over 1000 attendees from Maryland and the surrounding states that are involved in the entrepreneurial ecosystem. The Expo provides attendees access to all of the resources they need to continue to grow in the community.

**PITCH. NETWORK. LEARN. BE INSPIRED.**

### IN THE GUIDE

- ★ Exhibit Booth Details
- ★ Shipping Information
- ★ Social Media Tools
- ★ Exhibit Hall Floor Plan  
*Booth assignments to be determined by TEDCO the week prior to Expo*
- ★ Hotel Floor Plan
- ★ Tips to Boost Traffic at Exhibit Booth
- ★ FAQs

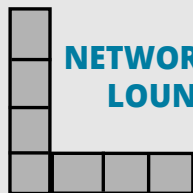




ENTREPRENEUR  
SPEED DATING



NETWORKING  
LOUNGE



ENTREPRENEUR HUB

7 6 5 4



3 2 1

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11 12

13 14

15 16

17

23 22

21 20

19 18



STARTUP ALLEY

26 27

28 29

30 31

32

38 37

36 35

34 33



MAIN FOYER

39 40

41 42

43 44

45

51 50

49 48

47 46



STARTUP ALLEY

54 55

56 57

58 59

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66 65

64 63

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NEXT TO  
REGISTRATION

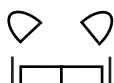
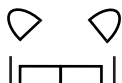
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KEYNOTES

SESSION HALL



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# THINGS TO KNOW BEFORE EXPO




## EXHIBIT BOOTH

- 6ft. Table + tablecloth + identification sign
- (2) Two chairs
- Standard directory listing

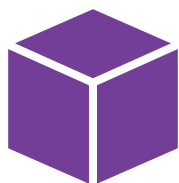


### ADDITIONAL ITEMS

- Wi-Fi - Provided by:  GORDON • FEINBLATT, LLC  
ATTORNEYS AT LAW
- Electrical (upon request)

## SHIPPING EXHIBIT BOOTH ITEMS TO AND FROM HOTEL

Boxes can be accepted as early as 3 business days prior to the program start date. Delivery and instructions and expected number of packages should be communicated with your Conference Service Manager. Packages that need to be shipped out must be sealed and include an air bill with billing details and a designated area must be coordinated for pick up. All boxes shipped to the Hotel should be addressed as follows:



**Recipient's Name:**

**Meeting Name:**

**Date of Event:**

**Hotel Contact:** Clevette J. Colclough (301-395-4171)  
(Clevettec@thehotelumd.com)

**Hotel Address:** 7777 Baltimore Avenue, College Park, MD 20740

### FEES

| Item    | Price                        |
|---------|------------------------------|
| Boxes   | \$75.00 for storage per day  |
| Pallets | \$150.00 for storage per day |

### Hours of Operation

The Receiving Office hours are Monday through Friday 6:00am – 3:00pm. Assistance needed after hours can be provided by the Front Desk.

# THINGS TO KNOW BEFORE EXPO



## TIPS TO BOOST TRAFFIC

We encourage our exhibitors to be innovative and interactive with attendees to boost the energy in the room. In the past, we've seen great success from many exhibitors who have utilized the following tactics:

- Having a game
- Providing giveaways:
  - Candy
  - Branded Materials
- Promote your presence on social media



## PROMOTE YOUR PRESENCE!

We have provided a **Social Media Toolkit** for our Sponsors and Exhibitors to utilize for promoting their involvement in the Expo. Access a variety of tools including:

- Sample social media posts
- Social media images
- Email signature images



## ACCESS THE TOOLKIT

**EXPO.TEDCO.MD/PROMOTIONS**



## WHAT ARE THE EXHIBIT HALL HOURS?

**Move In:** Monday, October 28 | 2:00PM - 5:00PM  
**Move In:** Tuesday, October 29 | 7:00AM - 8:00AM  
**EXPO:** Tuesday, October 29 | 8:00AM - 7:30PM  
**Move Out:** Tuesday, October 29 | 7:30PM - 8:00PM

The Exhibit Hall will be open throughout the entire day.

## WHEN DO I FIND OUT MY BOOTH ASSIGNMENT?

**Exhibit booth assignments will be sent out the week before Expo.**  
Exhibitors are welcome to make special requests and we will try to accommodate.

## WHAT SPACE DO I HAVE AROUND MY EXHIBIT TABLE?

Two chairs will be provided behind the exhibit table, and approximately 1-2 feet of additional space to put up pop-up banners.

## WHERE DO I SEND MY BAG LEAVE-INS?

If you opted-in for including bag leave-ins on your signup form, we will need you to have **1000** of the items delivered to TEDCO's Office by **Wednesday, October 23<sup>rd</sup>**.

**ADDRESS:** TEDCO  
Attn: Marketing  
7021 Columbia Gateway Dr., #200  
Columbia, MD 21046

## HOW DO WE GET EXTRA EXHIBITOR PASSES?

Each exhibitor receives two passes for the day.  
To purchase more @\$99 visit our website: **EXPO.TEDCO.MD**, or email [aheilman@tedco.md](mailto:aheilman@tedco.md)

## ARE MEALS INCLUDED FOR EXHIBITORS?

Yes! Exhibitors receive 2 attendee tickets. These give exhibitors access to attend any session, including keynotes, and meals and beverages throughout the day.

## IS PARKING INCLUDED?

All attendees will receive a sticker at registration to place on their parking pass. This will give you discounted parking for \$7 for the day of the Expo.