

## *Participant Guide*

# Unlock Success at Home Expo: Your Essential Participant Playbook!

# CENTRAL WASHINGTON HOME EXPO

## *Beyond the Blueprint*

**March 8-10, 2024  
Yakima Sundome**

1301 S Fair Ave, Yakima, WA 98901



**FIRST RESPONSE**  
RESTORATION & CLEANING



CENTRAL VALLEY  
**GLASS**

### *Event Contact:*

**Alyssa Howe**

Marketing & Events Director

ahowe@cwhba.org

509.388.5272

### *Event Hours:*

Open to the Public

**Friday, March 8th, Noon-5PM**

**Saturday, March 9th, 10 AM - 5PM**

**Sunday, March 10th, 10AM-4PM**

### *Move In*

**Thursday, March 7th, 8AM-5PM**

**Friday, March 8th, 8AM-11AM**

### *Move Out*

**Sunday, March 10th, 4PM-8PM**

**Monday, March 11th, 7AM-Noon**

## Event Overview:

- **Location:** Yakima Valley SunDome, 1301 S. Fair Avenue, Yakima, WA 98901.
- **Theme:** Beyond the Blueprint: our residences are more than just structures; they are the canvases upon which the stories of our lives are written, connections are forged, and treasured moments are made.
- **Dates & Times:**
  - Move-In: March 7 (8am-5pm), March 8 (8am-11am).
  - Show Hours: March 8 (Noon-5pm), March 9 (10am-5pm), March 10 (10am-4pm).
  - Move-Out: March 10 (4pm-8:30pm), March 11 (8am-12pm).

## Booth Set-up / Move-in / Move-out Schedule:

- **Entry Point:** Northeast corner of the SunDome.
  - Must check in at the Exhibitor's office upon arrival.
- **Ready By:** 11:30 am on Friday, March 8.
- **Tear-Down:** No early booth tear-down allowed; all equipment must be removed by 12:00 pm on March 11.
- **Booth Relocation Fee:** \$200 for post-registration changes.
- **Unoccupied Space:** May be resold or filled after 9:00 pm on March 9 if no prior arrangement is made.

## Exhibitor Information:

- **Contacts:**
  - **Main:** Alyssa Howe, Marketing & Communications Director: 509.388.5272.
  - Andi Hochleutner, Government Affairs Director: 469.323.6831
  - Lindsay Brown, Executive Officer: 509.834.9659
- **Booth Awards:** Judging at 10:30 am, March 9. Categories include Best Overall Design, Best Use of Product, Best New Booth, and Most Creative Booth.
- **Announcements:** If you need to make an announcement (winner of prize, etc.) contact CWHBA in the exhibition office or near the entrance at the CWHBA booth. We will try to announce as time permits.
- **Food:** Concessions will not be open at the event. Please, plan your meals accordingly. There will be small take-and-go snacks courtesy of Central Valley Glass behind the exhibitor information room. Snacks are limited.

## Exhibitor Spaces:

- **Representation:** Only companies named on the contract can exhibit; subleasing is not allowed.
- **Sales/Marketing:** Limited to contracted products/services.
- **ID Badges:** Required for entry; must be worn at all times. SunDome security will not allow entry without proper exhibitor identification.



- **Flyer Distribution:** Only from designated booth.
- **Staffing:** Booths must be always staffed.
- **Booth Details:** 10'x10' size, 3' side rails, 8' rear panel. Solid walls limited to 8' from rear panel. Delivered empty.
- **Supplies:** Contact Bear Event Services for rentals. (tables, chairs, etc.)
  - Sheldon / Wendy, 509-949-3929 or 509-834-7868, [info@beareventservices.com](mailto:info@beareventservices.com)
- **Power:** 500 watts provided; additional power available through Backstage Electric.
  - Allie Evans, 509-480-3839, [allisonannevans@hotmail.com](mailto:allisonannevans@hotmail.com)
- **Contractor Regulations:** State license must be displayed; must match the name on the show agreement.

### Maker's Market Spaces:

**Booth Details:** 10'x10' size, 8' rear panel. Space for 8' table for product display.

**Selling Food:** All food items must be sold in packages.

### Venue Guidelines:

- **Parking:** Free in the northeast lot; specific restrictions apply.
- **Prohibited Actions:** No helium balloons/popcorn, weapons, animals (except service animals), moving SunDome property.
- **Forklift Use:** Limited availability; Bear Event Services for rental options.
- **Security:** ID badge checks, and security sweeps.

Adherence to all event guidelines is required. For specific inquiries, please get in touch with the listed individuals or visit the CWHBA management office.

### Pre-Show Preparation:

- **Planning:** Strategically plan and set specific goals (e.g., number of leads).
- **Booth Staff:** Ensure thorough preparation of your team.
- **Booth Design:** Create an inviting and interactive space.
- **Marketing:** Utilize the Home Expo Media Kit to promote your participation.

### Post-Show Follow-Up:

- **Lead Management:** Follow up promptly on all leads gathered.
- **Appointment Setting:** Schedule meetings to cultivate new business.
- **Social Media Engagement:** Share your show experiences and tag CWHBA.

### Pre-Show Marketing & Advertising Ideas:

- **Utilize Show Logo:** Incorporate it into your email signatures, store signage, advertising, website, and social media posts.
- **Promotions:** Offer joint promotions with fellow exhibitors.
- **Email Campaign:** Use provided templates to invite your client base to the show.
- **Show Participation:** Let us know of any special promotions, giveaways, or booth demonstrations you'll have at the show.

### Sample Email Invitation:

Join us at the 2024 Central Washington Home Expo: Beyond the Blueprint, March 8th-10th at The Yakima SunDome! Explore a variety of home improvement ideas, a workshop from Farmgirl Pickings, and hands-on activities for kids in the Workforce Way area. Visit us at Booth [number] for [products/services] and enjoy our [special promotion].

Looking forward to seeing you!

Sincerely, [Your Name]

### Event Highlights:

- Opportunity for homeowners to meet face-to-face with home industry professionals
- "Make-and-take" workshop from Farmgirl Pickings. No appointment needed.
- Workforce Way Kids Zone presented by Baxter Construction:
  - Bricks 4 Kidz LEGO competitions ages 5-8 & 9-12. Saturday: 1 PM, 3:00 PM. Sunday: 2:00 PM. Prizes for the winners!
  - Birdhouse building kits from Home Depot
- Makers Market: A space for small local vendors selling shop-and-go items
- Tickets: \$13, Seniors \$9, Kids 12 and under free.

### Thank You 2024 Central Washington Home Expo Partners!



## Venu Layout:

**Note:** Final Booth Location will be given at the time of check-in.

