

# 2018 MADE IN MONTANA TRADESHOW FOR FOOD AND GIFTS



March 23-24  
Helena, MT

## Exhibitor Frequently Asked Questions

The Made in Montana Tradeshow is a **wholesale trade show** intended for producer to exhibit for the purpose of selling product for resale. While the show includes a Public Showcase Day, it is not the purpose of the show and is only included to help promote recognition of Made in Montana products among the general public. On Public Showcase Day, you can expect to see some wholesale buyers - some who are returning to close deal, and others who were unable to attend on Wholesale Buyers Day.

The application and jury process for admittance to a show is not uncommon in the trade show industry and ensures that sellers in the show are willing and able to meet the unique needs of professional buyers, as well as meet the standards of selling to the food and gift industry.

These answers to frequently asked questions should help you be prepared for a successful show. They are listed in alphabetical order, by topic.

Also, take a few minutes to review the Exhibitor Rules and Regulations found under the Exhibitor Registration tab of the Tradeshow website – <http://madeinmontanausa.com/TradeShow#Exhibitors-2226>

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## Activities

### What else is there to do in Helena?

Whether you’re a history buff, an arts connoisseur, outdoors enthusiast or brewery lover, Helena has a little something for everyone! Indulge in local dining, find an ice cream shop, visit a museum, or visit a brewery or distillery. Maybe you will even have time to take a hike down some of our amazing mountain trails. For more ideas, see the following:

<http://www.visitmt.com/places-to-go/cities-and-towns/helena.html>

<http://www.helenamt.com/>

## Awards

### What are the “booth awards” for exhibitors?

An exhibitor & buyer appreciation reception and awards ceremony will be held Friday March 23, from 6:30 PM – 8 PM (see also: [Reception](#)). The following awards will be presented:

- Best in Show
- Best in Show – New Exhibitor
- Best in Show – Honorable Mention
- Retailer of the Year

The awards recognize exhibitors’ efforts to use their booths as part of their marketing strategies. The recipient of the Best in Show is guaranteed first choice of booth(s) for the next year’s show. Booth space choice next goes to Best in Show – New Exhibitor, then Best in Show – New Exhibitor. All winners also receive 50% off their first booth cost at the next show.

**We want to be recognized as the Best in Show or Best New Exhibitor! What are the qualifications in terms of booth design, layout, ideas, and advice – especially if this is my first trade show?**

Judges (non-affiliated with Made in Montana program) cast their votes based on several things – how well your booth is set up and decorated, originality, eye-catching details, and overall presence. They also look for how well you engage and interact with the buyers on Wholesale Day. There is no “magic formula” to win a booth award, and all exhibitor booths are judged fairly and without bias, no matter the location.

## Badges

### How will I be identifiable as an Exhibitor?

We prepare badges for the people you told us will be staffing your booth in your application. If your staffing changes, let us know as soon as possible to ensure each person staffing (see also: [Booth Staffing](#)) has a badge that identifies them as an exhibitor. Badges are the sole source for access to the Exhibit Hall on setup day (Thursday), before the Tradeshow opens to the wholesale buyers on Friday, and before it opens to the public on Saturday.

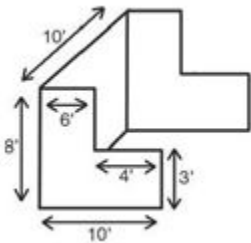
Badges will be in the packet when you check in at the Registration Booth when you arrive on Thursday.

### What should I do with my name badge and neck lanyard when I leave Saturday?

You may keep both your name badge and lanyard after the show. You do not need to return to us.

## Booth Size & Layout

### What are the booth specifications?



### "Stair Step" Pipe & Drape Booth (black)

All booths are 10' x 10'

Back wall: 8' high

Side divider: 8' high extending 6' from back wall, and then 3' high to aisle (4')

NOTE: As per the [Exhibitor Agreement](#), each exhibitor agrees to confine their exhibit and staff personnel within the 10' x 10' contracted space. Also, the exhibitor agrees not to block or detour any other exhibitors' right-of-way during show hours. Displays, merchandise, models, signs, and attention attracting devices shall be confined to the exhibitor's booth. **Solid side panels or grids with product cannot extend beyond six feet from the back wall of the booth. Only moveable, non-solid displays may be used on the final 4' of display space towards the aisle.**

### What else does a basic booth include?

- 2 chairs (standard height)
- 1 - 6' x 24" skirted table (standard height; black drape with white top)
- 1 - 500 watt/110v electrical outlet per booth (exhibitor must supply own extension cord)

K&J Convention Services will contact you after February 1, 2018 to provide the information you need to order supplies, or if you choose to purchase additional or alternate booth furniture and services. You can also get information on the Exhibitor Service Kit at <http://www.kjconventions.com/montana/>.

## Booth Staffing

### How many people should/can I have staffing my booth during the Tradeshow?

We recommend you have at least two people working in your booth on both days. One to write orders and one to welcome buyers. The traffic can be very high on both days, and you might need extra help with wholesale buyers who stopped by to see you Friday (Wholesale Buyer Day) and might return on Saturday and want to close a deal with you.

We realize that many Exhibitors have only one staff at their booth and work alone. In these cases, we have volunteers that come around in yellow vests that can help staff your booth in the cases of water or bathroom breaks.

You can have up to three booth staff per booth, maximum. We do not recommend having children in your booth on Friday, Wholesale Buyer Day.

## Brag

### What if I have a lot of new things going on with my business, and I'd like to share?

If you want to brag a bit about your business, feel free to post on our social media pages, tag us in your posts, or email us at [madeinmontana@mt.gov](mailto:madeinmontana@mt.gov)! We like to "share" your success stories! (See also: [Marketing - Social Media](#))

## Break Rooms

### Where can I find a place to relax a little and have some snacks and drinks?

Exhibitors may enjoy complimentary "light" refreshments and fill up their water bottles in the Exhibitor Break Room, located in the curtains behind the Registration Booth. Signs will be available to lead you in the right direction. Concessions will also be available for purchase. (See: [Food & Drink / Concessions](#))

## Business Development

### What if I'm looking for more help with my small business?

There are many resources available to you within the [Montana Department of Commerce](#) and partners. These include:

- [Montana Small Business Development Center](#) (SBDC)
- [Indian Entrepreneur Program](#) (IEP)
- [Montana Manufacturing Extension Center](#) (MMEC)
- [Small Business Administration](#) (SBA)
- [Montana Arts Council / MAP Program](#)

## Buyers

### Where do the wholesale buyers come from?

We contact buyers from throughout the state - as well as southern Alberta and nearby states - via email campaigns, print, radio and social media.

Make sure you're promoting the Tradeshow on your own website and social media sites, as well! If you have additional ideas for attracting buyers to the Tradeshow, please contact us at 406.841.2757 or [madeinmontana@mt.gov](mailto:madeinmontana@mt.gov).

## Cash and Carry - Wholesale

### What is cash and carry, and should I be doing this on Wholesale Day at the Tradeshow?

Cash and carry wholesale represents a type of operation where buyers settle the invoice on the spot in cash, and carry the goods away themselves.

While we do not expect all Exhibitors to adhere to cash and carry policies, many find this to be convenient on Wholesale Day, as buyers can get their products at the show and carry home. This is the preferred method for many Montana retailers, as it allows them to save on initial shipping costs.

Buyers may also place orders to be fulfilled by Exhibitors at a later date, and is an acceptable practice of wholesaling as well.

## Check-in

### **What is the first thing I need to do when I arrive at the Exhibit Hall for setup?**

Go directly to the Registration Booth in the main lobby area next to the entrance to the main floor. We will have your packet with necessary information and badges there. You will not be allowed to load in until you have your badges. (See also: [Load-in / Set Up](#))

## Credit Card Processing

### **How do I process credit card orders during the Marketplace?**

There are multiple options for credit card processing and that is great because it is essential that businesses in today's market accept them.

[Big Sky Commerce](#), who have been sponsors of the Tradeshow since 2006, has been a great option for our members. They typically offer a show special for Made in Montana Tradeshow exhibitors! You can check out their services at [www.bigskycommerce.com](http://www.bigskycommerce.com) or call 406-327-0611.

Another processor is [Square](#) (using your phone, tablet, or laptop). Of course, check your options with your local financial institution.

Members have told us that if you are [Costco](#) member, they have payment processing services, that accept credit, PIN debit and chip cards.

## Exhibitor Agreement / Show Rules

### **Are there special rules Exhibitors need to follow?**

Yes! The exhibitor application you filled out included the Exhibitor Agreement that included Rules & Regulations. These are listed below:

Space contracted by the Exhibitor may not be re-sold, sublet, or shared without prior permission of the Organizer.

The Exhibitor may not injure, mar, or in any way deface the trade show premises (Lewis and Clark County Fairgrounds Exhibit Hall). If damage occurs the exhibitor will be responsible for any and all charges to restore the premises.

Exhibitor agrees to comply with all local fire, safety and health regulations.

The exhibitor agrees to have their exhibit space assembled no later than 8:00 PM on Thursday, March 22, 2018 (unless prior arrangements have been made). The exhibitor further agrees not to start dismantling the exhibit before 5:00 PM on Saturday, March 24, 2018. All exhibits, equipment, and products must be removed from the exhibit hall by 8:00 PM Saturday March 24, 2018.

The Made in Montana Program and its employees are not responsible for third party negligence and/or intentional acts and assume no liability for damage or loss of any property placed in the Trade Show. It is strongly advised that all exhibits be covered during non-show hours or when the exhibit is unattended.

The Made in Montana Program reserves the right to cancel this agreement and withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this agreement or refuses to abide by the show Rules & Regulations, in which case the Exhibitor shall forfeit both the exhibit booth payment and occupancy of such space.

Exhibitor agrees to confine their exhibit and staff personnel within the 10' x 10' contracted space. Also, the exhibitor agrees not to block or detour any other exhibitors' right-of-way during show hours. Displays, merchandise, models, signs, and attention attracting devices shall be confined to the exhibitor's booth. Solid side panels or grids with product cannot extend beyond six feet from the back wall of the booth. Only moveable, non-solid displays may be used on the final 4' of display space towards the aisle. Noises, including music, audible beyond the exhibitor's booth shall be strictly prohibited. Soliciting business in the aisles is not allowed.

Exhibitor agrees to allow the Made in Montana Program to use their business name, product images and information for marketing purposes including the show guide, online exhibitors guide, and to promote the exhibitor's business during the trade show and the program as a whole.

Exhibitor agrees that photo/video images taken by Made in Montana Program staff or their agents, as well as images submitted as required as part of this application, may be used in marketing the exhibitor's business for the trade show and the program.

All products sold to the public on Saturday (Public Showcase Day) must be sold at retail price unless being sold to a registered wholesale buyer.

Exhibitors will provide a booth sign on Public Showcase Day listing the stores/merchants where their products can also be purchased (form will be provided).

No refunds will be granted unless the Made in Montana program cancels the Trade Show. In certain circumstances, if the exhibit space can be resold to another exhibitor, a refund may be granted less a \$50 administrative fee.

The Made in Montana program has the final decision for adopting any rules or regulations deemed necessary before, during or after the show that will result in the betterment of the show.

## Food & Drink / Concessions

### **Where can I find food and drink at the Tradeshow?**

Concessions / food and beverage for purchase will be available. We are using a new concessionaire this year.

We will also provide light refreshments in the Exhibitor Lounge (See also: [Break Rooms](#)).

## Food Sampling

### **I want to provide food and/or drink samples in my booth. What do I need to do?**

If your application indicated that you will be providing samples, we will send you a "Special Events Form" in mid-February that you will then submit to the Lewis & Clark County Health Department. They will contact you if they have questions. There is no permit charge for you as the exhibitor, as the Made in Montana program covers the cost of the Temporary Food License.

All products sold at the show must comply with current food labeling and manufacturing laws. If you have any questions, please contact Kacie Noonan at [KNoonan@lccountymt.gov](mailto:KNoonan@lccountymt.gov).

## Images, product

### **Why am I asked to provide images of my products?**

We need photos of products for first-time exhibitors to jury their application to confirm that they meet Tradeshow requirements.

We also like to have photos of both new and returning exhibitors for marketing purposes. If you submit high-resolution photos (8x10 at 300dpi OR 1536x1024 pixels minimum) these photos may be considered in the advertising of the show.

For more information on photo resolutions: <http://hullabaloo.co.uk/blog/high-res-or-low-res-how-to-make-sure-your-digital-images-are-suitable-for-print>.

## Images, booth plan

### **As a first-time exhibitor, why am I asked to provide images or a description of my booth plan?**

We ask for these photos so we can assure your setup adheres to Exhibitor Agreement and booth specifications. Also, since this is a show focused on wholesale buyers, we want to ensure that your booth design is appropriate for that purpose.

If you'd like any tips or information, please call us at 406-841-2757.

## Information, general

### **What if I need more information about the Tradeshow?**

Please call 406-841-2757 or email [madeinmontana@mt.gov](mailto:madeinmontana@mt.gov)

## Internet Access, Wifi

### **How can I access the wireless internet in the Exhibit Hall?**

A username and password will be made available to exhibitors closer to the show. This information will be used to login to the network, on a secure site. **You must log in to the network, and not use the temporary hotspot if you want to stay connected throughout the show.** A cheat sheet with this information will be provided to all exhibitors at the show.

## Labels, Made in Montana

### **Can I purchase logo labels to use on my products at the show?**

Yes! AlphaGraphics, the official printer and distributor of the Made in Montana logo labels, will be at the show on Thursday 3/22 for you to purchase rolls of the stickers.

As always, it is best to be prepared. Order labels directly from AlphaGraphics prior to the show by contacting them at (800) 332-3303 or (406) 587-4508 or on their website at [www.mimorders.com](http://www.mimorders.com).

## Load-in / Set Up

### **What time can I start loading products in on Thursday?**

All set up must be completed between the hours of 8AM and 8PM on Thursday March 22<sup>nd</sup> so our support crew can remove trash, vacuum carpets, and complete other maintenance work before the doors open Friday morning. Please contact us directly if you have an emergency or need to discuss further.

Load-in is only allowed through the **east side** doors of the building. No Exceptions.

Immediately after unloading, vehicles must be moved to the designated parking areas.

Carts and/or hand trucks are not provided – **please bring your own**.

## Load-out / Tear Down

### When may I tear down my booth?

Tear down begins after 5PM on Saturday 3/24. Any tear down before this time is not allowed and may affect your ability to exhibit in upcoming shows.

Please make sure you take everything with you. Practice “Pack It In/Pack It Out” to help us control trade show labor costs.

## Lodging

### What lodging is available to Exhibitors?

We have secured group rates at the following hotels:

PROPERTY	ADDRESS	PHONE	ROOM TYPE	RATES*
<a href="#">Comfort Suites</a> <i>**Show Sponsor**</i>	3180 Washington St Helena, MT 59602	406-495-0505	Double Queen King Suite	<b>\$89.00</b> <b>\$89.00</b>
<a href="#">La Quinta Inn &amp; Suites</a>	701 Washington St Helena, MT 59601	406-449-4000	Double Queen King	<b>\$69.00</b> <b>\$69.00</b>
<a href="#">Holiday Inn Express &amp; Suites</a>	3170 N Sanders St Helena, MT 59602	406-442-7500	Standard Suite	<b>\$109.00</b> <b>\$119.00</b>
<a href="#">Radisson Colonial Hotel</a>	2301 Colonial Dr Helena, MT 59601	406-443-2100	Single Double	<b>\$119.00</b> <b>\$129.00</b>

\*does not include tax

You must state you are with the Made in Montana Tradeshow to receive these rates.

\*\*Rooms subject to availability



## Maps

### Lewis & Clark County Fairgrounds site map with parking



## Parking

### Where can I park my car and/or trailer?

As soon as you are finished unloading, you must move your vehicle(s) to the exhibitor parking on the east side of the Exhibit Hall. Signs will designate the parking area.

Please see the Fairgrounds site map with parking [above](#).

## Pets

### May I bring my pets with me – indoors?

No, pets are not allowed in the Exhibit Hall, except for documented service animals.

## Pricing, products

### How do I easily change my prices from Wholesale Day to Public Showcase Day?

It is easiest to price your merchandise only once. If using price tags, many exhibitors put their retail price on the price tag before the show and then post a sign in their booth stating what the wholesale price is on Wholesale Buyers Day. For example, the sign may state, "Wholesale price is 50% of the marked retail price." Then, they take the sign down on the Public Showcase Day and use the price tags they already have on their products for selling to the public.

Wholesale buyers like this because it assures them that when you sell your product on Public Showcase Day you won't undercut the price at which they need to sell the product in their store. This is a common concern among professional buyers and area storeowners. They want to make sure that the exhibitor honors the difference between wholesale and retail pricing.

## Pricing changes, products

### **Am I committed to the retail pricing I submitted with my application, or can we revise it before the Tradeshow?**

You aren't committed to retail pricing you send initially; however, we expect that you maintain the percentage difference between wholesale and retail as when accepted in to the show.

In surveys conducted after previous shows, buyers identified pricing – particularly the differences between wholesale and retail - as an important concern that discouraged deals with exhibitors.

## Products, non-Made in Montana (swag)

### **If part of my product line, or promotional swag items, do not qualify as Made in Montana, may I still display and sell them at the Tradeshow?**

No. Please remember this is the Made in Montana Tradeshow, where only products that qualify as “Made in Montana” may be displayed and sold in your booth. Bring only qualified products.\*

State inspectors will be present both Friday and Saturday to ensure compliance. If you aren't sure what qualifies as “Made in Montana,” please review the standards on <http://madeinmontanausa.com/Membership/JointheProgram#Eligibility-2235> or call the Made in Montana program office at 406-841-2757.

*\*There may be an exception if the non-compliant item is part of a package featuring an eligible product.*

## Reception

### **Is there a formal get-together for Exhibitors?**

Yes! We will host a reception for Exhibitors and Buyers on Friday March 23<sup>rd</sup> from 6:30PM to 8:00PM, held in the entry way of the Exhibit Hall. Montana-sourced appetizers will be available, as well as a hosted wine and cash bar. There will be presentations from Department of Commerce and Made in Montana program staff and an awards presentation. (Also see: [Awards](#))

## Re-set

### **When will we be able to re-set our booths from Wholesale to Retail?**

There will be time for you to re-set your booth after Wholesale Day. You may do so on Friday evening from 6PM -6:30PM and again on Saturday morning from 7AM – 8:30AM.

## Security

### **How will the Tradeshow be secured during the day and at night?**

We have hired the Sheriff Reserves to provide 24-hour security during the Tradeshow. They will monitor both in and outside the building. Still, be prudent and be vigilant with caring for your own products and valuables. The show is not responsible for any lost or stolen items.

Always cover your exhibit display during non-show hours. Many exhibitors bring sheets and table cloths for this purpose.

## “Wholesale” Day v. “Retail” Day

### **What is the difference between the two days of the Tradeshow?**

The Tradeshow is a unique selling opportunity for Made in Montana companies as it incorporates a “Wholesale” day and a “Retail” day - wholesale being the true purpose of the event.

On Wholesale Buyers Day, the only buyers allowed on the premises are those who have registered as legitimate buyers from retail businesses who are making multiple purchases for resale. During this time, products are expected to be sold using wholesale pricing.

On Public Showcase or “Retail” day - as the name implies - the public is allowed on the premises and it is assumed they are buying products for their personal use (not for resale). During this time, prices must reflect the price at which a retail store owner would reasonably sell the item.

If you have questions about how to price your products appropriately, please contact the Made in Montana program at 406-841-2757 or [madeinmontana@mt.gov](mailto:madeinmontana@mt.gov).