



## Women Powering Change 2024 Tips for a Successful Expo Day

Wednesday, May 22nd, 2024  
3:00pm - 7:00pm  
(Exhibitor set-up 1:00pm - 3:00pm)

McNichols Civic Center Building,  
144 West Colfax Avenue, Denver, CO 80202

*We are trying to make the event as close to ZERO-WASTE as possible so please think carefully about the use of paper and other trash. There will be compost, trash and recycle containers and the organization Scraps will be there to help us in this task.*

### Preparation (PRE-EVENT)

- Prepare a visually appealing and engaging display of your exhibit area ahead of time. Setup will need to be quick & efficient on event day. You will have two hours to set up and be ready.
- You will be provided a 6-foot space of a table. Please bring your own tablecloth for your table. Feel free to be creative!
- Choose materials & props wisely to maximize your space.
- Practice your pitch. Your unique story... What do you do? Why is it important? Who does it impact? Where? What is your impact as an organization? How can one engage with you?
- Prepare a call to action. Develop strategies for guests to be able to quickly engage with your organization or ways to follow up. A quick tip: in addition to a clipboard for guests to sign up to receive information, have a bowl or vase for them to drop their business cards into as it saves a ton of time! You can also have a sign-up document open digitally on an iPad or tablet to be able to collect people's info, this way you will get their info faster.
- The expected attendance at the event is approximately 1000. Please plan accordingly with your materials or how you'd like to drive your engagement with participants.
- In an effort to make a **zero waste event**, we will not be providing any event bags this year. We encourage every exhibitor to have a few extra bags (preferably paper bags) on hand (3-4) to hand out to participants that are interested in your print materials or merchandise.
- Bring your water bottle to stay hydrated throughout the event.
- Spread the word! Share the event details with your own community and network.
- Your organization with a link will be listed on the WPC website.

### TIPS (EVENT DAY)



*Maximize this opportunity to reach potential donors, volunteers, new members, clients and collaborators. Be sure you have a plan established to engage people and a call to action of what is needed.*

- **Exhibitor set up** is from 1:00pm - 3:00pm. All exhibitor tables must be ready to host guests by 3:00pm sharp.
- **Parking and unloading:** You can unload from the parking lot behind the McNichols building by taking Bannock Street. THIS JUST TO UNLOAD!. There is a freight elevator to take your materials up to the 2nd floor. There will be volunteers to guide and help. Please do it quickly and then park your car in one of the parking lots in the area. If you don't have much to unload, you can just come through the main entrance after parking. You may park inside the **Denver Arts Museum parking** for \$2.00/h or \$9 the day or on the street in a paid parking space. Another option is the Lock and Park Civic-Art Museum Parking for \$7 the day.
- **Exhibitor check-in** will be inside the McNichols building by the main entrance.
- Volunteers will indicate your table assignment and floor plan.
- Volunteers will be available at the front of the building entrance to help you during exhibitor sign-in as needed to assist you in getting your materials unloaded to your assigned tables.
- Look for **Alexis Newton** or **Cynda Collins Arsenault** (Co-Chairs, Exhibitor Relations) on-site the day of the event who can help to answer your questions throughout the event. You may also call/text **Alexis: 720-324-1337** and/or **Cynda 303 522-1482**.
- Doors open at 3:00pm sharp for guests.
- **Water stations** will be set up throughout the expo area.
- Be prepared for the noise. If you are sharing a video, understand that the audio may be difficult with so many people in the room.
- There are not many **electrical outlets** near the exhibitor tables, so please plan ahead and bring your devices fully charged and/or bring your own power cord. If you need to be placed by an electrical outlet please let us know prior to the event.
- **WIFI information** - please see a volunteer on-site and they will give you the WIFI code.
- Your table can offer snacks/candies to attendees if you want.
- Plan to have your table open for the full duration of the event (3pm-7pm). We have only enough space for 100 organizations with many worthy organizations interested in exhibiting. Please respect our efforts to curate this experience for your benefit by honoring the time commitment of the expo and the tables assigned.
- Each table will have one chair.
- Volunteers will check in with your table throughout the event and are available to assist as needed.
- The sale of products is allowed. Each organization is solely responsible for meeting the sales tax requirements for the State of Colorado & City of Denver, per their designation. If you plan on selling items at the event, please contact us directly at [womenpoweringchange@gmail.com](mailto:womenpoweringchange@gmail.com) for guidelines & approval.



- Make the most of the opportunity to learn about other organizations & be open to exploring possibilities for collaborations or partnerships.
- **ENJOY!**

#### **TIPS (POST-EVENT)**

- Complete the post-event survey. We value your feedback.
- ***Follow up*** with guest inquiries within a week and have a strategy to engage interested individuals you met during the event.
- Keep **active communication** with the people interested in your organization.