Supercharge your Exhibiting Experience
Topics

• Introduction to the Sunbelt and Shepard teams
• Your booth space and how to order items and services
• Important dates when planning
• Special dates & times during the event
• Planning your space
• Demos and Education
• Social Media
• Sponsorship
• Building a team
• Talking with customers
Your Sunbelt Builders Show™
Exhibits Team

Tamara Zengerle
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Your Shepard Team

Becky Martin
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Your Booth Space

• Each 10’x10’ booth is 10’ deep and 10’ wide.

• Your back drape is 8’ tall and is White, your side drape is 3’ tall and is White.

• Each booth comes with the back drape, side drape, and a 7x44” black and white Booth ID Sign

• Furnishings are not provided, make sure to place your order with Shepard.

• Aisle Carpet is Eclipse

Don’t forget! Flooring is mandatory in your booth space! Don’t forget to provide your own or order from Shepard!
Ways to Order

• Online
• PDF> Scan> Email or Fax
• Visit: www.SunbeltBuildersShow.com/Plan-Your-Booth

All orders must be accompanied by a credit card. For your security, we do not accept credit cards or orders over the phone.
Online Instructions

• Go to: www.shepardes.com/olk
• Click on “Sunbelt Builders Show”
• Login from the show information page by clicking “Login” in the top right corner
• Enter your email address* and password SBS18

*The email address used is the same email address you supplied to Sunbelt Builders. If you need to change it for another use, please contact Sunbelt Builders to update their records as well as Houston@shepardes.com to get you quick access to the online site.
Welcome!

We at Shepard are pleased to offer you online services for your convenience.

To access our full online Exhibitor Services Catalog please login by clicking the top right corner login button or [log in here]. Please contact us at [customerservice@shepards.com](mailto:customerservice@shepards.com) if you need additional assistance.

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**Booth Package to Include:**
- 8’ High backwall drape, 3’ High sidewall drape
- 7” x 44” Cardsstock Identification Sign

**Show Colors:**
- Show drape color: White
- Aisle carpet color: Eclipse

- Booths 101-1424 will be in the Trinity Exhibit Hall which is not carpeted.
- Aisle carpet is Eclipse.

- Booths 1501-1915 will be in the Trinity Ballroom which is carpeted.

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[Exhibitor Academy](#)
Items to Order

- Tables (found under Furnishings/Tables)
- Chairs (found under Furnishings/Seating)
- Carpet and Padding (found under Flooring)
- Shipping Addresses & Labels (found under Shipping/MH)
- Material Handling Rates (found under Shipping/MH)
- Electricity (found under Utilities)
- Lead Retrieval (found under Additional Services)
- Visit Plan-Your-Booth site
Important Dates

Save Money by placing orders EARLY!

- Streampoint Lead Retrieval: June 21
- Advertising in Show Guide by June 22
- Advance Warehouse Deliveries: July 11 – 30
- PSAV (Electrical, AV, Hanging Signs and Internet): July 13
- Shepard Furnishings: July 18
Special Dates and Times

Note these special times during move in and move out

• **Tidy Time!** Exhibitors will be allowed access in their booth space each morning between 7am and 8:30am. During this time exhibitors can focus on cleaning their spaces and getting ready for the show open at 10:30am

• If you are in the **Trinity Ballroom (booths 1501-1915)**, you may only **move out** during the following times:
  • Thursday 8/9 between 3:00pm and 4:30pm
  • Friday 8/10 between 8:00am and Noon
The More You Know!

• Mark your calendars now for August 7-9

• Hotel Room Block
  Get your hotel rooms early – block ran out last year

• Carpool if you can – we expect a large crowd – and The Dallas Market Center across the street will also be busy

• Purchase your tickets in advance to networking events
Have An Exit Plan!

Before you arrive at your event, make a plan for how your items will get back to your office.

• Make outbound shipping arrangements
• Have some supplies on hand: Shipping labels, carrier information, small roll of tape
• If you use your own carrier (UPS, FEDEX, etc.) you must make all the arrangements including scheduling a pick up with the carrier, completing outbound paperwork and supplying all labels.

All freight must be picked up no later than: Friday, August 10, 2018 at Noon. Freight not picked up will be rerouted by another carrier or returned to the advance warehouse. Return to warehouse fees start at $400.

Shepard Logistics is available on every Shepard event to handle your inbound and outbound shipping. We handle the paperwork, the carrier, and the labels. You can preschedule with us or arrange shipping at the event.
Planning Your Space

Know Your Goal! Prepare to Succeed!

- Introducing your company to a new market
- Launching a new product
- Reconnecting with customers
- Finding new leads
- Company wants to support the residential construction community
Set the Stage

Plan your booth around your objective and add interactive items – whether it is educational, fun or both

Launching a New Product

Connecting with Customers

Increasing Brand Awareness
Demos & Education
In Your Booth

- Space Planning
- Have a Script
- Crowd Control
- Be a Good Neighbor!

Let Show Management know about your demo by June 22 & they will provide a free listing in the Show Guide!!!
Making Connections by Creating Experiences

- Welcoming
- Open Entry Points
- Seating and Conversation Areas
- Catering
- No Trick or Treating!
Increasing Brand Awareness

Use Social Media to your advantage

#SBS2018
Props
Think Outside the Booth

Increase your company’s impressions outside the booth. Additional advertising and sponsorships get your company noticed!

Pre Show Communications
• Sponsored email blasts to attendees
• Send emails to your existing customers, targeted prospects and industry allies announcing your presence at the Sunbelt Builders Show

Additional Marketing Impressions
• Window or Carpet Clings in Trinity Walkway to Expo Area
• Additional Advertisements in Show Guide directing them to your booth
• http://www.sunbeltbuildersshow.com/sponsor-sunbelt
**Engage Network Experience**

Make plans to attend all events & increase your visibility and your opportunities to network

- **HOME PAC FUNdango & Statewide Washers Tournament**
  
  Tuesday, August 7 – 6:30 – 9:30 p.m.

- **Builders’ Bash featuring Ray Wylie Hubbard**

  Wednesday, August 8 – 8:30 p.m. to the Last Song

- **The Star Awards – 25th Anniversary**

  Thursday, August 9 – 6 – 8:30 p.m.
Shout it from the Roof Tops!

Pre Show Communications
• Existing customers
• Targeted prospects
• Industry allies

Keep it Personal
• Names
• Teaser info
• Make appointments
Build a Team

Who?

• Energetic/personable
• Positive
• Motivated
• Responsible

How Many?

• 2 person minimum
• Cover your booth objectives
Knowledge is Power

All team members need to know:

- Booth objective
- Company expectations
- Show schedules
- Booth assignment
- Post show process
Best Booth Practices

• Keep smiling!
• Speak with attendees not each other
• Keep phones and laptops out of sight
• Make friends with your neighbors
• Keep your booth clean and tidy
• Follow all Show rules
Avoid At All Costs
Strike Up a Conversation

- Start with an introduction
- Ask them what challenges they have
- Address their challenges and you will keep them interested.
- Offer solutions they may not have considered
- Offer samples
- Obtain their information
- Follow up
Recap

• Familiarize yourself with the Important Deadlines
• Purchase Sponsorship Opportunities to enhance your presence.
• Plan your booth, order furniture, and have an exit plan
• Promote yourself by using Social Media and making contact with your customers before you get to the event.
• Bring a great team
• Make the experience about your customer and focus the conversations on how to help them.
Need More Info or Assistance?

Shepard Exposition Services and the Sunbelt Builders Show™ teams are available to answer all of your questions and assist with all of your exhibiting needs.

Shepard - Please contact us at Houston@shepardes.com or (832) 799-5700
If you wish to arrange shipping, please contact Logistics@shepardes.com or 888-568-8858

Sunbelt Builders Show™ - contact us at Texas Association of Builders’ at 512-476-6346 or 800-252-3625
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