



# EXHIBITOR GUIDELINES

**7TH ANNUAL NORTHERN VIRGINIA HOUSING EXPO**  
**SATURDAY, MARCH 18, 2017 • 10 AM - 3 PM**

**DOMINION HIGH SCHOOL**  
**21326 AUGUSTA DRIVE, STERLING, VIRGINIA**

**Event Manager:** Laura K. Nickle **Cell:** 571-294-8536 **Email:** [info@novahousingexpo.org](mailto:info@novahousingexpo.org)

Thank you for being part of this exciting event for people looking to rent or own in Northern Virginia. Here's what you need to know about the event.

**PROMOTION:** We're doing a good bit of promotion and advertising in traditional media outlets as well as on Facebook and Twitter, in The Washington Post area Patches and elsewhere. In addition, make sure your clients know they can find you there and help us spread the word. We encourage you to:

- \* Link to the expo web page ([www.NoVaHousingExpo.org](http://www.NoVaHousingExpo.org)) on your website. We created a great new site last year with lots of resources your clientele will appreciate.
- \* Add the "See us at the Expo" .jpg to your web site and/or email signature.
- \* Let your Facebook friends and Twitter followers know you'll be there. Follow the expo on Facebook and Twitter and repost and retweet.
- \* Have the expo flyer available at any pertinent events or meetings you may have between now and March 18.
- Send out a news release about your participation in the expo. Please contact our event manager, Laura Nickle, at [info@novahousingexpo.org](mailto:info@novahousingexpo.org) if you need assistance with this.

**EXHIBIT SPACE:** Unless you are a sponsor, your exhibit space will accommodate 1-2 people. It includes a skirted 6-foot table and two chairs and a half-wall cloth backdrop. If you requested it, electricity will be provided to your space, but please bring your own power strips, extension cords and the like. **NOTHING THAT HEATS OR COOLS CAN BE PLUGGED IN AT YOUR SPOT.** We will have a monitored charging station should you need it for laptops and phones.

**SETUP:** Because of the event's location at a public school, you won't have the option of shipping any items ahead of time. You will be able to access the space to set up starting at 8 am on Saturday morning, March 18. We will have volunteers there to offload your stuff and get it to your spot while you park.

**WIRELESS INTERNET:** Wireless internet will be provided at the school; access information will be provided to you when you check in that morning.

**FOOD AND BEVERAGE:** There will be food and beverage for purchase for breakfast and lunch, provided at low cost by the school's boosters. Each exhibit space will be given 10 complimentary food and beverage tickets worth \$1 each to defray the cost of refreshments for your staff. Make sure your staff brings cash to purchase any additional food or beverage they may want.