

EXHIBITOR GUIDELINES



14TH ANNUAL
NORTHERN VIRGINIA HOUSING EXPO
MARCH 23, 2024 • 10 AM - 3 PM
CHARLES J. COLGAN HIGH SCHOOL
13833 DUMFRIES ROAD • MANASSAS

Event Manager: Laura K. Nickle **Cell:** 571-294-8536 **Email:** info@novahousingexpo.org

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

EXHIBIT SPACE ON MARCH 23

Unless you are a sponsor, your exhibit space is roughly 8 feet wide by 6 feet deep and will accommodate 2 people. It includes a skirted 6-foot table and two chairs and a half-wall cloth backdrop and side walls. We have limited power sources at the school, so electricity at your spot is by request only and involves an additional \$50 fee. 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 will not 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 23. To make sure you're in a great mood when you arrive, we will have volunteers to offload your stuff and get it to your spot while you park - preferably in one of the spots at the back of the lot to leave the better parking for our visitors. **PLEASE PULL UP TO THE MAIN ENTRY DOORS TO OFFLOAD TO TAKE ADVANTAGE OF THIS.**

WIRELESS INTERNET Wireless internet will be provided by the school. The school has an open network that does not require a passcode.

FOOD AND BEVERAGE There will be food and beverage for purchase for breakfast and lunch, provided at low cost by school groups, who will make great use of the proceeds. Make sure your staff brings cash to purchase any additional food or beverages they may want.

COMPLIMENTARY ONLINE BOOTH

You're also entitled to a complimentary booth in our popular online exhibit hall. The exhibit hall and its booths attracted more than 100,000 individual visits last year alone, so please take advantage of this wonderful opportunity to bring resources together with people who need them.

When visitors click on your table in the exhibit hall, at the online Northern Virginia Expo, it will lead them directly into your personal exhibit space. What would you like them to find when they arrive?

If you already have a booth in our exhibit hall, please let us know of anything you'd like us to update for 2024 – and at anytime throughout 2024.

If you are new to our online exhibit hall and don't wish to put a full-fledged booth together (but remember it is free and you can add to it at any time throughout the year), just send us your logo and web address and we'll include that in your booth.

If you want to have a booth with materials in our online exhibit hall, please send us the information below and include the requested items in an email to Laura Nickle (info@novahousingexpo.org.).

PLEASE TITLE YOUR EMAIL WITH YOUR ORGANIZATION'S NAME – EXHIBIT INFORMATION to simplify the process on our end.

YOUR CONTACT INFORMATION - Send Organization Name, Contact Name, Phone, Email, Social Media Links, Web Site Link

YOUR WELCOME MESSAGE - Please include a written greeting, and ideally also a video greeting, as follows:

- A friendly written greeting/introduction with an appropriate professional photograph. Keep it to one brief paragraph in which you can give the visitor a sense of who you are and how you are equipped to help them in their quest for housing. We also suggest a video greeting as described below.
- A friendly video greeting/introduction you can record on your phone and email to: info@novahousingexpo.org. This is an opportunity to make a personal connection and let our visitors know a little about you and how you can help them. If you'd like to send this separately to me right after recording, just make sure you put your company name and the word VIDEO in the subject line. We can use videos in any of these formats – and only these formats: 3GPP, AVI, FLV, MOV, MPEG4, MPEGPS, WebM and WMV. MPEG4 (with a.mp4 file extension).

NEXT STEPS

Please send these items in a single email named for your organization and indicating it contains booth contents.

Logo (REQUIRED)

Professional Photo

Written Greeting

Downloadable pdfs of materials you want visitors to have (up to 5)

Your video (you can send separately from your phone if you need to; just name it first and put your company name in the email subject line)

If you have a specific idea for your space that is not addressed here, please email
Event Manager Laura Nickle at info@novahousingexpo.org.