



INFORMATION FOR MAY 22 EXHIBITORS

Thank you for exhibiting at VTA's 2018 Annual Conference scheduled for May 22-23 in Richmond! (The Exhibitor Showcase and Bus Expo is only on May 22.) Below is information that you need to know during the Expo. [Register here](#) today!

Cost: \$750 (Members) and \$950 (Nonmembers)

Included with Exhibitor Registration: 6 ft. x 2 ft. x 29" high skirted table with white vinyl top and 2 folding chairs

Location: Greater Richmond Convention Center, Exhibit Hall B

GENERAL INFORMATION FOR ALL EXHIBITORS:

- **Electrical outlets:** If you need to order electrical outlets, please visit <https://www.richmondcenter.com/utilities/>. This is handled directly through the convention center.
- **Setup/Breakdown:** On Tuesday, May 22 we recommend setup for buses at 7am. General exhibitor setup will be 8am-10:45am. All exhibits must be out by 7:15pm that evening.
- **Decorating:** All booths include a 6 ft. x 2 ft. x 29" high skirted table with white vinyl top and 2 folding chairs. The exhibit hall has a cement floor, but carpeting can be ordered through the convention center with [this form](#).
- **Shipping packages to the Expo:** Many exhibitors prefer to ship packages in advance of the conference. This can be done directly through the convention center. [Click here](#) for the relevant information and form to complete.
- **Exhibitor Game "Bucket Brigade":** See instructions on page 2
- **Internet Services:** If you require an internet connection or WiFi at your table, you may order it [here](#).

As always, exhibitors are invited to attend all events at the conference.

*Note: Tickets for Wednesday's Transit Champion Breakfast will be distributed to Gold level sponsors and above at registration.

Exhibitor “Bucket Brigade Game”

Back by popular demand this year is the “Bucket Brigade” game- All exhibitors are invited to join the “Bucket Brigade” during the 2018 VTA conference and bus expo. This is a fun component of the expo where participants win prizes and exhibitors have an opportunity to collect contact information from prospective customers.

How will it work?

1. All participating exhibitors who have prizes to contribute (televisions, gift baskets, gift cards, Yeti coolers, etc.) will notify VTA of what they have to give away. VTA will provide up to 12 beach buckets and will label each one with an exhibitor’s prize. For instance, a bucket might say “Television courtesy of ABC Bus Co.” The buckets will be on display in the expo hall.
2. Each interested exhibitor will be given 100 double-tickets. When an attendee visits the exhibit and interacts with the exhibitor, the exhibitor can collect contact information, fill out a survey, or anything else the exhibitor wants to set up. In exchange, the exhibitor issues the double-ticket to the attendee.
3. The attendee will deposit half of their double-ticket in the bucket(s) of their choice in hopes of their ticket being drawn at the Exhibitor Reception on Tuesday evening. For instance, if an attendee collects 10 tickets, they can choose to put all their tickets into one bucket to increase their chances of winning that one prize or they can choose to deposit their tickets in several buckets for chances on multiple items. The attendee keeps the other half of their double-ticket for the drawing.
4. At 5 p.m., the participating exhibitors will bring their prize items up to the bucket table.
5. Prizes will be drawn by VTA officers during the exhibitor cocktail reception via the microphone. There will be a drawing for each of the buckets with an announcement of the prize and the contributing exhibitor. Winners must turn in their half of the ticket before claiming their prize.
6. Only prizes donated via the “Bucket Brigade” will be announced during the exhibitor cocktail reception in an effort to better organize the prizes and the announcements.
7. If any exhibitor would like for VTA to purchase gift cards for a prize on your behalf, we can work with you on how to arrange that.

We hope that this game will provide a value to our exhibitors by making the expo hall a beehive of activity while adding some fun for attendees. It is a further incentive to come and learn about the products and services available while helping to build relationships between vendors and customers.

Please contact Jamie Crawford at the VTA office (804-643-1166; jcrawford@lmg-llc.net) by **May 11** to let us know that you have a prize to contribute and want to participate.