



Welcome to the Southern Hemp Expo

Thank you for your participation in the upcoming Southern Hemp Expo (SHE2019). Our Sponsors and Exhibitors are essential contributors to making the event a success. Please review this information packet and keep it as your reference. We look forward to working with you and seeing you in Tennessee!

Included in this packet:

- **Logistics – Pages 2 - 3**
 - a. Move In/Out Information
 - b. Booth details/floor map & layout
 - c. Arata Exposition Services/Shipping & Booth Details
 - d. Venue Location/Expo Hours
- **Exhibitor Add-Ons & Advertising – Page 3 - 5**
 - a. Exhibitor Add on items
 - b. Ads for Hemp-Printed Event Program & Digital Magazine
 - c. Hemp-printing Services from TreeFreeHemp
 - d. Event Banners – Printed & Hung in Ag Expo Hall
 - e. Discounted Industry & Party Tickets for Exhibitors
- **Travel & Accommodations – Page 5**
 - a. Social Media for #SHE2019
 - b. Recommended Hotels
- **Reminders – Page 6**
 - a. Tennessee State Sales Tax
 - b. Company Logo
 - c. How to Reach Us
- **Lead Retrieval Services – Page 7 – 9**





SHE2019 Logistics

Move In / Out

- **Thursday Move In:** 8 AM – 5 PM - No late move in will be allowed!
- **Friday Load In:** 7 AM – 9:30 AM – **Public doors at 10 am sharp!** The load in is for products and to finalize booth setup. All booths must be set up Thursday, September 5, 2019. No load in through glass door entry ways.
- **Saturday Load In:** 8 AM – 9:30 AM – **Public doors at 10 am sharp!**
- **Saturday Move Out/Strike:** AFTER 6 PM - **No early tear down will be allowed**, and no overnight storage will be permitted.
- **After-Party: Saturday, September 9, 2019 | 8pm** Location TBA
- **Expo Hall Daily Public Hours:** 10AM – 6PM September 6-7, 2019

Booth Details

- Sponsors receive tables and chairs per their sponsor booth size.
- 10x10 booths receives one 8' table and 2 chairs
- 5x10 booths receives one 4' table and 1 chair
- If you chose to have tables/chairs during your registration period, all tables and chairs will be at your booth, and skirted in black. You are welcome to bring your own accessories.
- Wi-Fi and electrics are included. If you require special electrics, please contact Arata Expositions.
- A booth map will be provided no later than 30 days prior to the expo. SHE reserves the right to place companies in accordance with the flow of the event.





Arata Expo Services / Shipping / Furniture Rental

Arata Expositions, Inc. is the expo services provider and can provide you with furniture and carpet rentals, display racks, lighting and booth decorations. Arata will also be your contact for all your shipping needs. You'll receive an Exhibitor Welcome package, log-in and password from Arata Expo Services to access the Exhibitor Service Manual. Inside the manual, you will find a wealth of information to make your set up a breeze. If you have any questions you can contact Arata directly at (301) 921-0800.

SHE Venue Location

The Southern Hemp Expo takes place at the Williamson County AG Expo Park located at [4215 Long Ln, Franklin, TN 37064](https://www.williamsoncountyagexpo.com/). This is just south of Nashville, approximately 30 minutes.

Advertising Opportunities & Add-ons

- **SHE Hemp-printed Program Guide** - Some Sponsorship packages include an ad listed in the SHE hemp-printed event program guide and online digital magazine. Please refer to the Sponsor Pack that references your sponsorship level in-order to submit the appropriately sized ad.
- **SHE Digital Magazine** - Through a partnership with Honeysuckle Magazine, there will be a SHE Digital Magazine available for a free download to the public. If you purchase an ad space for the hemp-printed program guide, you'll also receive the same ad in the digital magazine. Any company participating in SHE2019 can purchase advertising regardless of your participation level. (See enclosed ad specs)





- **Print Program Guide & Digital Magazine Pricing – One Price for Both Ads**
 - Quarter Page Ad: \$250
 - Half Page Ad: \$400
 - Full Page Ad: \$750
- **SHE Event Banners** – Let us print and hang your company banner in the Ag Expo Park arena. Two sizes available to choose from. You will need to provide the 300-dpi artwork and you can keep the banner after the event!
 - 5'x5' Hanging Banner: \$300 (width x height)
 - 10'x5' Hanging Banner: \$500 (width x height)
- **TreeFreeHemp** can offer SHE2019 participants a 10% discount on hemp-printing services including business cards, flyers & other promotional items. To receive this offer visit, TreeFreeHemp.com and use promo code: **TreeFreeSHE10** during checkout. **Please order by August 1, 2019 to ensure delivery for SHE2019 and to receive discount offer.**
- **Staff Lanyards**
 - **Sponsors** will receive VIP Lanyards. Please refer to your sponsor details for the amount of VIP Lanyards that come with your package.
 - **Exhibitors** will receive 2 Staff Lanyards with Expo Hall access & SHE After Party.
 - **Additional Staff Lanyards:** \$45 each, includes Expo Hall & After Party
 - Limit (2) two per company
- **Exhibitor Discounted Event Tickets**
 - Discount SHE Industry Ticket: \$25 each, Two-days, Expo Hall Only
 - Discount SHE After Party: \$20 each, Saturday night (21+)





ORDER EXHIBITOR ITEMS HERE!



Social Media

- Let's get social! Use the hashtag **#SHE2019**
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
- You'll receive a Social Share image to use for your participation in SHE2019!

Travel and Accommodations

Cost of accommodations are not included in the sponsor or exhibitor event fees. It is recommended that you book your lodging in advance. The SHE2019 room block will sell out. Book early and receive a discounted room at one of the hotels below.

- **HOST HOTEL - Drury Plaza Hotel Nashville Franklin**
1874 West McEwen Drive, Franklin, TN 37067
Phone: (615)-771-6778
- **Hampton Inn & Suites Franklin Berry Farms**
7101 Berry Farms Crossing, Franklin, Tennessee, 37064, USA
Phone: (615)-599-3700

[Book your discounted room here before they sell out.](#)





Reminders

Sales Tax

You are responsible for collecting and self-reporting your sales tax. To learn more about visit the State of Tennessee Registration and Licensing page here;
<https://www.tn.gov/revenue/taxes/business-tax/registration-and-licensing.html>

Company Logo

Please make sure we have received your logo during registration. If not, please email to kristen@nocoheмпexpo.com a .png file format with a transparent background for SHE marketing purposes.

How to Reach Us

On Site Operations

Cecily Friday

Email: girlfridaytn@gmail.com

Phone: 615-585-2124

Arata Expositions Inc

Megan Stainback

Email: mstainback@arataexpo.com

Phone: 301- 921-0800

Customer Service Manager

Joanne Lovato

Email: Joanne@CoHempCo.com

Phone: 303-817-7904

TreeFreeHemp

Victoria Miller

Email: Sales@TreeFreeHemp.com

Phone: 720-490-6006

Exhibitor Space Manager

Kristen Kunau

Email: Kristen@nocoheмпexpo.com

Phone: 970-541-0448

Finance

Lori Buderus

Email: Lori@coheмпco.com

Phone: 970-420-1125





Exhibitor Lead Retrieval

To help better your ROI this year, we will be offering Lead Retrieval services to Exhibitors. These services allow for easy capture of attendee information, to help make the most out of show-floor opportunities. More information & an order form will be sent out as the show approaches – but below you will find a few key benefits of using Lead Retrieval.

How Exhibitor Lead Retrieval Can Help You!

Say goodbye to the old days of collecting business cards and manually typing them into a CRM! Using rental badge scanning devices or a software installed on your own mobile device, Lead Retrieval eliminates this process, provides a user-friendly scanning method & delivers your leads in your own exhibitor portal, exportable to a CRM friendly format directly after the event. So now your team can start follow-up or marketing tasks much quicker post-event, which as we know is incredibly important.

The scanning process is as simple as tapping “scan” on the device and pointing the device’s camera at the QR code on the badge. The scanner automatically scans the barcode, which significantly speeds up the capture process. The aim is to make the scanning as unobtrusive as possible, so you can focus on what matters – the interaction.

Benefits

- **Use your own device or rent one:** Rental devices help save battery life and can be shared amongst team members. Or simply download the app to your own device and start scanning.
- **Fast Capture of contact information:** Capturing a lead is as simple as pointing the camera at the badge.





- **Expedited Lead Delivery/Sales Agility:** Receive your own personalized URL and download your leads in a spreadsheet format within 48 hours of show-close, so your sales team can promptly start follow-ups.
- **Qualify Leads:** Optionally, use custom questions to qualify your leads and show who needs immediate follow-up, or information on a specific product.
- **Add Notes:** Attach freeform notes at any time to a lead to further assist your sales team.
- **Real-time syncing to avoid loss of data:** Syncing your captured leads to the cloud ensures no loss of data if device is lost/damaged.
- **Improved Customer Interactions:** The collection of contact information is so quick/easy, you can now focus on the customer interaction!

We understand how much time and effort goes into exhibiting your brand, which is why generating quality sales leads is so important. Lead Retrieval software allows you to seamlessly capture all the most recent contact information to update your CRM. Don't miss out on opportunities, start capturing leads!

For more information and to order lead retrieval, please contact Capture Technologies Client Services at clientservices@ct.events.com

We look forward to working with you at the Second Annual Southern Hemp Expo!

