

# Housing Expo 2010 – March 13, 2010

## Registration Form

**Complete the Registration form below and mail with fee/payment to:**  
 Sandy Al-Qudah [salqudah@ccbsuperior.org](mailto:salqudah@ccbsuperior.org), Catholic Community Services, Inc., Housing  
 Counseling Program, 1416 Cumming Avenue, Superior, WI, 54880. For more information  
 Call (715) 394-6617, Toll Free 1-888-831-8446

**Make checks payable to Catholic Community Services.**

**You are considered registered when we receive your payment. Don't Delay!**

Exhibitor Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email address: \_\_\_\_\_

How would you like your business/exhibit name to be displayed on your paper table banner?  
 \_\_\_\_\_

**We encourage you to do additional advertising beside the ads mentioned below.**

**Please include Housing Expo information in your agency/company promotional materials, newsletters, mailings and emails.**

Would you like to be a sponsor on the Daily Telegram Ads? Yes \_\_\_\_\_ No \_\_\_\_\_

\*The cost last year was approximately \$100. When publishing the ad we always display your logo along with the other businesses sponsoring the ad – you will be billed by the Daily Telegram - a committee member will call you to confirm\*

Will you be offering a Door Prize? Yes \_\_\_\_\_ No \_\_\_\_\_

Will you require electricity for your display? Yes \_\_\_\_\_ No \_\_\_\_\_

\*You will not be able to have electricity hooked up on Saturday a.m. – be sure to request it at this time.\*

Does your display stand more than 4' above table height? Yes \_\_\_\_\_ No \_\_\_\_\_

**FEES**

\$30 per space to be *paid in advance* \_\_\_\_\_ # of Spaces  
 (Includes 1 table in a space approx. 8x10 & 2 chairs)

\$10 per additional space/table \_\_\_\_\_

\$1 per additional chair (2 chairs are included in your space) \_\_\_\_\_

**Total** \$ \_\_\_\_\_

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## FAQ (Frequently Asked Questions)

**When do I need to return my registration form?** Please return your registration form **and fee** as soon as possible. *You are considered registered when we receive your payment.*

**I want to be part of the Telegram Ad – Who do I pay?** You will be billed directly through the Daily Telegram and should only send a check to CCS for your table fee. See Registration page for more information.

**When can I set up my display?** Exhibitors please have your display set up before 9:45 a.m. The Mariner Mall opens at 7:00 a.m. Carts are not always available to transport your display materials. Please be sure to have help with you or bring a cart for your own use. Mariner Mall maintenance staff will have the tables/spaces available Friday afternoon. Anyone wishing to set up Friday will be leaving their exhibit and materials overnight at their own risk.

**To whom and how do I make out my payment?** Make your check payable to: Catholic Community Services, Inc., or CCS. Reference the Housing Expo on your check - let Sandy or Sherry [salqudah@ccbsuperior.org](mailto:salqudah@ccbsuperior.org) [smacgregor@ccbsuperior.org](mailto:smacgregor@ccbsuperior.org) know if you require a receipt for your fee.

**I have my own table or I don't need one or I'd like to add a card table of my own. What do I do?** Please let us know if you will be providing your own display table or will not need a table for your exhibit. The Mariner Mall has a limited amount of tables available and freeing up that table could allow us to bring in another exhibitor. Additional small tables the size of card tables, floor displays etc. can be set up when space allows.

**How do Housing Expo participants know who I am?** Paper banners with exhibitor name will be provided. If you have a preference as to how the banner is to be printed, please let Sandy or Sherry [salqudah@ccbsuperior.org](mailto:salqudah@ccbsuperior.org) [smacgregor@ccbsuperior.org](mailto:smacgregor@ccbsuperior.org) know in advance of the Housing Expo.

**What are the hours for the Housing Expo? Table/Spaces must be staffed during Housing Expo hours** (10:00 a.m.- 3:00 p.m.). For everyone's safety –**do not** break down your exhibit or leave your space before 3:00 p.m. Empty spaces look tacky and worse yet the space will be labeled with your company/organization name on the banner showing who has left or not shown up at all.

**How will I know where to find my table?** If time allows, exhibitors will be provided with table/space assignments prior to the morning of March 13, 2010. Please contact Sandy or Sherry [salqudah@ccbsuperior.org](mailto:salqudah@ccbsuperior.org) [smacgregor@ccbsuperior.org](mailto:smacgregor@ccbsuperior.org) 394-6617 with any questions or concerns.

**Can I decorate my table and space?** Exhibitors will be provided with a blue table skirt, a blue and a red balloon. Exhibitors are encouraged to bring additional balloons to give away or for table decoration. Dress up your tabletop with brightly colored fabric if you wish. Balloons bring in kids. Kids bring in families.

**Can we take registrations for door prizes to bring more participants to our table?** Absolutely! Exhibitors who take registrations for door prizes may give them out the day of the Housing Expo or wait until Monday to contact your winners.

# What can Exhibitors do to bring in more participants to the Mariner Mall?

*The following are some examples of what you can do to bring in more participants:*

Advertise in the local newspapers and media outlets such as the Real Estate Viewer, Home Buyer Real Estate Guide, etc. We have a prepared News Release (both large and small) and a PSA if you'd like to use it for your advertising.

Include Housing Expo info in your agency and business newsletters.

Share Housing Expo information at your staff, sales and club meetings.

Share Housing Expo information at your place of worship by placing info in the bulletin and/or announcing during services.

Make and leave copies of the Housing Expo flyer at your reception desk for customers to take with them. We have ½ page flyers with info on both front and back for your convenience.

Display the Housing Expo flyer on a window or door at your place of business.

The day of the Housing Expo, give out candy, pens, pencils, coffee mugs, bags, key chains, etc.

Hold a contest for answering the most questions correctly about what you do or some other subject.

Conduct a survey of housing needs. People love to give their opinions and views.

Distribute coupons for lower closing costs, fees, specials, etc.

Decorate your space with festive colors and decorations.

Demonstrate a product or talent!

And ..... **tell EVERYONE!**

Housing Expo exhibitors are the key to the continuing success of this event. Please do your part to promote the Housing Expo to your consumers. Your hosts, the Housing Counseling Program of CCS, have an extremely limited budget for printing materials and advertising. Organizations and businesses can help by doing everything possible to bring in more consumers to this event.

**Please, Please, Please display the Flyer at your place of business** call or email Sandy or Sherry [salqudah@ccbsuperior.org](mailto:salqudah@ccbsuperior.org) [smacgregor@ccbsuperior.org](mailto:smacgregor@ccbsuperior.org) if you need flyers 394-6617.