



CAPA REVERSE TRADE SHOW
Royal Manchester Event Center
 (Adjacent to the United Nations Church)
1731 Wall Street
Richmond, VA 23224

DATE: WEDNESDAY July 31, 2019
TIME: 7:30AM TO 12:00PM

Free-Ample Parking Is Available On-Site



Capital Area Purchasing Association
 P.O. Box 26821
 Richmond, VA 23261

WHAT IS A REVERSE TRADE SHOW (RTS)?

A REVERSE TRADE SHOW ALLOWS VENDORS, SUPPLIERS, CONSULTANTS, CONTRACTORS, ETC. THE OPPORTUNITY TO MEET WITH AGENCY REPS AND THEIR END USERS FROM STATE GOVERNMENT, LOCALITIES, COLLEGES, HEALTH CARE, PUBLIC SCHOOLS, ETC. AT ONE TIME AT ONE LOCATION. YOU AND OTHER MEMBERS ARE THE 'EXHIBITORS' AND THE VENDORS ARE THE 'ATTENDEES'. THE VENDORS WILL WALK AROUND THE TRADE SHOW FLOOR AND TALK TO YOU ABOUT THE PRODUCTS AND SERVICES THEY HAVE TO OFFER OR SEE WHAT YOUR NEEDS ARE.

WHAT'S IN IT FOR MY AGENCY?

- ⊙ MAKE NEW BUSINESS CONTACTS, MEET VENDORS FACE TO FACE;
- ⊙ GET A BETTER UNDERSTANDING OF WHAT PRODUCTS OR SERVICES THEY OFFER;
- ⊙ NETWORKING OPPORTUNITIES WITH PROFESSIONALS FROM OTHER AGENCIES,
- ⊙ FIND OUT WHAT WORKS FOR THEM AND WHETHER IT WILL WORK FOR YOU;
- ⊙ GREAT WAY TO MEET MICRO AND SWAM VENDORS LOOKING FOR YOUR BUSINESS;
- ⊙ IT IS FREE AND YOU WILL BE GIVEN BREAKFAST AND BEVERAGES;
- ⊙ ENJOY ALL THE BENEFITS WITH NO COST TO YOU (EXCEPT FOR YOUR GIVEAWAY ITEMS).

EXHIBITOR INFORMATION

THIS EVENT IS FREE FOR EXHIBITORS FROM STATE GOVERNMENT, LOCALITIES, COLLEGES, HIGHER ED, STATE HEALTH AGENCIES, PUBLIC SCHOOLS AND OTHER PUBLIC BODIES IN RELATION TO SUPPLIER MANAGEMENT AND PUBLIC PURCHASING. MAXIMUM OF (2) REPRESENTATIVES FROM EACH ENTITY WILL BE PROVIDED A BOOTH AND BREAKFAST. IF MORE THAN (2) REPS, PLEASE NOTIFY REVERSE TRADE SHOW CHAIRPERSON BEFORE MORNING OF TRADESHOW.

WE ARE COUNTING ON ALL EXHIBITORS SUPPORT & PARTICIPATION TO MAKE THIS RTS EVENT A SUCCESS!

SCHEDULE: *(May Be Subject To Change)*

<u>TIME</u>	<u>DESCRIPTION</u>	<u>PARTICIPANTS</u>
7:30am-8:15am	Set Up-Check In for Exhibitors	Exhibitors
8:15am-8:25am	Brief Meeting for Agencies	Exhibitors
8:00am-11:00am	Breakfast Served	All Attendees
8:30am to 12:00pm	Doors Open for Trade Show-Vendors Registration Opens	Vendors
10:00am-10:30am*	One on One Networking	Vendor and Agency Rep
11:00am-11:30am	Vendor Question and Answer Session w/Select Exhibitors /Professionals	Vendors
12:00pm	End Show	All

***For Vendors that have requested to meet with Agency prior to the event time.**

EXHIBITOR DETAILS:

- The Venue will be available for you to start setting up at 7:30 a.m.
- Breakfast and Coffee, Water and Tea will be available from 8:00 a.m. until 11:00 a.m.
- Doors open at 8:30 a.m. promptly for the vendors. ***(PLEASE MAKE SURE YOUR TABLES ARE STAFFED AT THIS TIME AND YOU ARE READY TO START SPEAKING WITH VENDORS).***
- Bring enough marketing materials, trade show handouts, business cards, and flyers with information on how to do business with your agency, contact lists, list of open bids, etc. to pass out to the vendors.
- You may bring displays, backdrops, signs, etc.; please note, no items can be hung on the walls and be respectful of your booth neighbors when placing agency materials.
- Please pick up trash, empty boxes, etc. and place in the area designated by the location.
- A 2'x 6' rectangle table and (2) chairs will be provided. A black linen tablecloth will be provided for your use if needed on first come basis or you may bring your own table skirt/cloth.
- Breakfast will be provided for all exhibitors at maximum of (2) exhibitor participants at no charge. Additional reps may be included if the RTS chairperson is notified before tradeshow begins. All attendees must register.
- You may switch representatives if necessary during the morning session, we would require the names of the persons participating in the event. *(Reference the line above for additional reps).*
- It is imperative that you plan to keep your booth set up and manned until the end of the show to give all Vendors who have paid for the event an equal opportunity to meet with the exhibitors. If your organization is unable to commit to the entire show, please do not register for the event. Booths spaces are limited and are provided to those at no charge who want to make the event a success.
- We will have the event floor plan and assigned table maps printed and available to you before the show begins. Make sure you sit at assigned tables and you are at your location in order for vendors to locate and communicate with you.
- Extra CAPA volunteers will be available on the floor during the event if help is needed.
- Free Wi-Fi and Electricity are available.
- **Thank You For Providing An Opportunity For Vendors To Meet & Greet With You!**

2019 CAPA REVERSE TRADE SHOW EXHIBITOR REGISTRATION FORM

AGENCY-ENTITY NAME: _____

MAILING ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE + AREA CODE: _____

FAX + AREA CODE: _____

WEBSITE: _____

MAIN CONTACT PERSON: _____

EMAIL: _____

Do you need electricity? ☐ Yes ☐ No Do you need a tablecloth? ☐ Yes ☐ No

PLEASE MAKE SURE TABLES ARE STAFFED & SET-UP UNTIL THE END OF EVENT.

PLEASE MARK UNDER THE SESSIONS THE REPRESENTATIVE(S) WILL BE ATTENDING BY CHECKING THE BOX

REPRESENTATIVE'S NAME	EMAIL ADDRESS	PHONE NUMBER
1.		
2.		
ADDITIONAL REPS (No more than 5 persons)		
3.		
4.		
5.		

YOU CAN REGISTER ONLINE AT WWW.CAPAVIRGINIA.ORG OR BY FILLING OUT THIS FORM (PAGE 3 ONLY) AND EMAILING TO RTS@CAPAVIRGINIA.ORG OR BY FAXING TO (804) 780-6151.

TO RESERVE YOUR SPOT FOR A BOOTH, FORMS MUST BE RECEIVED AND CONFIRMED. SPOTS ARE LIMITED. ALL ATTENDEES MUST BE REGISTERED TO PARTICIPATE AT THE REVERSE TRADE SHOW.

FOR QUESTIONS? PLEASE EMAIL: RTS@CAPAVIRGINIA.ORG