



**Rules for Howard County Tourism & Promotion's (HCTP)  
Welcome Center on the Go / Tradeshow Booth Partner  
Events, Fairs, Festivals, Tradeshows Program (2010)**

All partners have the responsibility to sell cooperatively, promote Howard County, Maryland in a positive light and may be asked to help with set-up and tear down the booth. NOTE MOST OF THIS DOCUMENT REFERS TO PAID TRADESHOW PARTICIPATION, IF YOU ARE VOLUNTEERING FOR A FAIR OR FESTIVAL BOOTH INFORMATION ABOUT LEADS, FOLLOW-UP REPORTS AND PAYMENT DO NOT APPLY.

If HCTP Team cannot be present at a trade show / booth / tent they may select a Board Member / Promotional Partner to manage the booth as an assigned representative. This person will locate all boxes, exhibits and equipment at the event site, supervise the exhibit set up and dismantling, collection of leads, completion of follow-up reports and other duties detailed below. Though the assigned representative is considered a volunteer, a single portion of the booth share cost may be waived for, or split between assigned representatives. Leads (if applicable) are shared and may be copied on site, if facilities are available. A master copy must be returned to the Howard County Tourism & Promotion within five (5) business days after the event.

For Co-Op Marketing Tradeshows, Board Member / Promotional Partners will be charged approximately 50% of the per person booth space cost. Additional cost to partners Board Member / Promotional Partners will include registration fees (if required), membership fees, booth uniform fees, and travel costs.

HCTP will cover the cost of carpeting, drayage, furniture rental, and other required items. Booth enhancements other than what was determined (flowers, plants, promotional items, etc.) are not included in this program and will only be provided if deemed necessary by HCT sales staff.

The booth leader (HCTP Team or an \*assigned representative) will supervise the on site-booth set-up, dismantling and management. They will check to see that all boxes and displays shipped have arrived at the booth. If boxes and/or the display cases are missing, they will immediately call HCTP staff to discuss.

All booth partners are required to arrive one time for their assign shift. All booth partners will help in the set-up, clean up and are expected to remain until the show is closed (unless other arrangements are approved by the booth leader).

All paperwork, exhibit orders, etc. will be handled by HCTP staff prior to the marketing event. If any challenges present themselves on-site, the booth leader will call Rachelina Bonacci. If she is unavailable, then call Edward Lilley to discuss / approve any additional financial obligations (emergency phone numbers are listed below).

The booth leader will be provided a copy of all paperwork prior to the show. Appropriate / available tourism (OTD / HCTP) publications will be sent to the show and the booth leader will display and market in lieu of HCTP staff. Board Member / Promotional Partners are welcome to bring their own promotional materials.

The booth leader will work with all partners to foster a cooperative selling atmosphere supporting the Board Member / Promotional Partners destinations and the County and State as a whole. Any requests for Howard County, Maryland information including attractions, accommodations, meeting space should be noted in the Post Show Report in memo format. Booth leader must complete a Post Show Report in memo format with booth participant input and return all leads to HCTP Team within five (5) business days after the event.

The booth leader will be provided a lead form or the use of a computerized lead system where available and deemed appropriate. HCTP Team will distribute leads to all booth participants. This information will become public domain, and distributed as requested 30 days after partners have received it.

**Additional Booth / Red Tent “Welcome Center On the Go” Rules:**

- Uniform is neat casual / comfortable attire, your logowear welcomed and encouraged
- No eating or chewing gum, only cough drops and hard candy are permitted
- No drinking coffee, sodas, etc. (only bottled water is permitted, discreetly)
- No cell phone usage / other electronic devices including texting and IM-ing
- No reading of newspapers, magazines and other personal materials
- Please refrain from sitting unless necessary
- No entertaining friends / family at booth
- Any of the above activities are permitted during one’s break, away from the booth / tent
- Be mindful of closed, unwelcoming body language; crossed arms, frowns, hands in pockets communicate and reflect negatively to prospective customers
- Smile, warmly greet each customer, at the end thank them for stopping at booth / tent
- Most importantly HAVE FUN! You are representing Howard County!

**Follow-up / Feedback Survey:**

Booth partners are asked to complete a follow-up survey (simple e-mail to [team@visithowardcounty.com](mailto:team@visithowardcounty.com) is sufficient) which includes the dollar value of business that resulted (directly or indirectly) from this partnership. Failure to complete and return this survey may result in elimination from future marketing partnerships.

**Team Contact information:** (visitor center 410-313-1900)  
Rachelina’s work #: 410-313-1439; cell: 410-808-0916  
Amanda work # 410-313-1904/ cell phone # 410-707-6469  
Edward’s work#: 410-313-1900; cell 410-303-2959

**Partner Agreement (please fax to 410-313-1902)**

I (Your Name) \_\_\_\_\_,  
agree to support the selling of Howard County, Maryland to potential clients at \_\_\_\_\_ I have read the “Booth Partner Rules for the Howard County, Maryland’s Meetings and Conventions Program (2010)” and agree to abide by these rules. I understand that by signing this agreement my participation is confirmed and I will be considered a partner here forth. I further understand that if I am unable to fulfill my commitment, the expenses incurred (if applicable) for my participation will not be refunded.

\_\_\_\_\_  
Participant’s Signature

\_\_\_\_\_  
Date

Participant’s Cellphone: \_\_\_\_\_  
Emergency Contact Name: \_\_\_\_\_  
Emergency Contact Phone Number: \_\_\_\_\_