



Planning for House of Deals at the 2019 Southern Annual Meeting June 14, 2019 8:45 AM – 11:15 AM

Use this additional time to review and discuss “show deals,” write orders, share samples or simply use it to catch up with your business partners. In an environment that is fun and relaxed, this event is a great way to discuss next steps and finalize opportunities.

Location:

Virginia Ballroom

Friday, June 14th

7:30 AM Vendor Set Up

8:45 AM House of Deals opens

11:15 AM House of Deals closes

- **Setup** - You are stationary for this event and the buyers circulate. We are providing each vendor with one high-top cocktail table. Chairs are not provided. The event is three hours long and there is adequate seating if you need to get off your feet for a few minutes.
- **Banner** - We are providing each vendor with a complimentary 8 ft. banner that will be set at your table, ready and waiting for you the morning of the event. The banners are yours to take with you after the show. They break down and fit in a bag with a shoulder strap.
- **Samples** - Shipping / dealing with samples is a hassle...we realize it is also a significant tool in a salesperson's toolbox. Limited on-site sampling of *new* items will work best. As to quantities of samples to bring, we have a total of 42 buyer companies committed to attend. Each company will bring between 1 and 3 representatives to this event. If you intend to bring samples, they need to be limited to what you can transport in on carry-on sized suitcase as you will have the footprint of one high-top cocktail table to display your samples on. Keep in mind, there simply is no space for display racks and shipping containers or cases of product. That said, we do realize that there may need to be special consideration for our food service vendors. If so, please call us to discuss.
- **Shipping** - If you do have to ship, send to the The Williamsburg Lodge, c/o "Your Name - Guest"/ 310F South England Street, Williamsburg, VA, 23185.
- **Orders** - All vendors who are participating in the Virtual House of Deals will be given access to the site prior to the meeting so orders can be reviewed, downloaded and printed before you arrive at the meeting and throughout the month of June. For those vendors who are not participating in the Virtual House of Deals, you will need to come prepared with your own deal sheets and paperwork necessary to write deals onsite.
- **Electricity** - Whatever electronics you plan to use to augment your conversations need to be battery powered for this event. Backup batteries are a good idea. If you **MUST** have access to an electrical outlet, email betsy@ramamc.com by Tuesday, June 4, 2019, and we will do our best to accommodate your request.

- **WiFi** - In the event the demand for Wifi exceeds the supply, please consider an alternative. Laptops / tablets with cellular capability are a great "Plan B". Printed copies of whatever you want to display online is a good "Plan C". There is only one opportunity to get this right...building redundancy into your planning is a good idea.
- **Refreshments** - We will have coffee, soft drinks and water during the House of Deals.
- **Packing Up** - At the conclusion of the event, simply pack up what you brought with you. If there are samples that you would like to donate to a local charity, you can leave them at your station. Please be sure to mark them as donations. The Southern staff will come by to collect them and break down the banners and stands for use at next year's event.