FREQUENTLY ASKED QUESTIONS
ABOUT BUSINESS EXPO 2026

WHEN IS THE BUSINESS EXPO?

Tuesday, October 13, 2026
Open to the public No Admission Charge
11:00 a.m. - 5:00 p.m.

WHERE WILL THE EXPO BE HELD?

Huntersville Recreation Center
11836 Verhoeff Drive, Huntersville, NC

Located beside Central Piedmont Community College – Merancas Campus and in front of the Huntersville Family & Aquatics Center

WHAT DO THE BOOTHS CONTAIN?

The 8' X 9' booths have an 8' back drape (blue, white), 3' side drape (blue), one 6' draped table (white), 1 folding chair, 7" X 44" booth identification sign, and a wastepaper basket. Please note the interior booths are slightly less than 10' wide. ***If you have a ten-foot backdrop – please notify the chamber so we can look at alternative locations for your booth.***

HOW WILL THE EXPO BE MARKETED AND ADVERTISED?

The Expo Steering Committee has a comprehensive marketing plan to target the Expo attendees.

- TDS (Cable Television Ads (30-second)
- WSIC News and social media
- Newspaper/Magazine ads will appear in The Lake Norman Citizen, Lake Norman Currents, Mooresville Tribune, Business Today. Other publications may also be utilized.
- Announcements will be included in the Chamber's mailings, Splash Calendar, Event Links, E-Briefs, Face Book, Twitter & web site at www.lakenormanchamber.org.
- Exhibitors are encouraged to promote the Expo using emails, Facebook, Instagram, Twitter, LinkedIn, and other social media. A special TDS ad hosted on YouTube and ads will be available. You are encouraged to share them.

HOW CAN YOU PROMOTE THE EXPO TO YOUR CUSTOMERS?

- Social media (Facebook your friends, Instagram, Twitter, LinkedIn)
- Talk about it.
- Send invitations from your business to customers and potential customers.
- Announce the Expo in your existing media ads, newsletters, websites etc.

HOW IMPORTANT IS BOOTH DISPLAY?

Your booth is a reflection of your business and may be the only impression a customer has of your business. The Expo Steering Committee promotes booth displays by offering **prizes** for *Best of Show*, *Most Creative*, and *Most Professional*.

WHAT ABOUT FOOD AVAILABILITY DURING EXPO?

Honey Baked Ham Company and Café will be at the Expo to sell products to our vendors and guests. Tickets will be sold for $12 covering the cost of the meal, which includes beverages. Tickets will be available at the Chamber and on the day of the event at the registration booth and Chamber of Commerce booth.

WHAT ABOUT SECURITY?

The Lake Norman Chamber, Cooke Rentals, Huntersville Parks and Recreation, nor any sponsor of the event, shall be held liable for your booth supplies and equipment during the Expo.

WILL MY BOOTH HAVE ELECTRICITY AVAILABLE FOR LIGHTING OR DEMONSTRATIONS?

Booths were assigned based on your registration requesting electricity. If you did not request electrical needs on your registration, electrical access **is not** provided. No extension cords will be provided or allowed across designated walkways.

The Recreation Center has a limited amount of power circuitry. We will be able to allow a **maximum of 5 amps per booth.** This amount of power will run most laptop computers. Appliances that produce heat—heaters, popcorn poppers, hairdryers, etc.—usually require more than 5 amps of power **and will not be allowed.**

If you have questions about whether something you want to bring to your booth can be accommodated, you may email russell@lakenormanchamber.org . In the email, please list the SUBJECT as **Expo—Electrical** and you must specify the following:

- the item you want to use
- the voltage
- the phase (single or three)
- amps or wattage

DO I NEED A SURGE PROTECTOR IF I USE COMPUTER EQUIPMENT?

Yes, you need to bring your own. It will not be provided for you.

INTERNET ACCESS

Access to the internet is available but the more people streaming, the weaker the signal.

MUST I HAVE SOMEONE PRESENT AT MY BOOTH?

Yes! Someone should be present in your booth to answer questions about your business at all times during Expo hours. Someone should be in attendance at your booth *at least 15 minutes prior* to the opening of the Expo events. If you plan to be away from your booth for lunch, you should make arrangements for your booth or limit your absence away.

WHAT CAN I GIVE AWAY AT MY BOOTH?

Key chains, pens, pencils, notepads, drink huggers, t-shirts, magnets, letter openers, free consultations, coupons, fliers, brochures, bags... the list is endless! What's a product or service that reflects your business? What will be of value and use to potential customers? Giveaways should be in good taste and accessible to customers. (You may want to talk with a Chamber member product provider for more ideas.) Pre-wrapped candies may be distributed. Any business wishing to give away any food must consult a member of the Expo Steering Committee for approval prior to the day of the Expo.

WHEN CAN I SET UP AND BREAKDOWN MY BOOTH?

This year, we are encouraging businesses to set up the day before the event on Monday, October 12th. You may begin setting up at 4 pm. Setup ***must*** be completed no later than 10:45 a.m. Tuesday, October 13th. **A layout of both spaces will be emailed to each exhibitor by Friday, Oct 10th.**

- Early Set up Monday, October 12th, 4 – 7 pm
- Set up Tuesday, October 13th, 7:00 a.m. until 10:30 a.m.

The breakdown ***must*** begin immediately following the closing of the show at 5:00 p.m., Tuesday, October 13th, 2026. **Exhibitors should not begin breakdown prior to 4:30 P.M.** All booths ***must*** be cleared from the Recreation Center by 7:00 p.m.

Please note: YOU MAY NOT leave your car unattended in the Fire Lane while unloaded! Please unload and move your car to an adjacent lot.

VIP Party for Sponsors and Exhibitors Only 5:00 to 7:00 Pm – Monday, October 12th

There will be a VIP Reception Sponsored by Duke Energy for Sponsors and exhibitors Only in the 2026 Business Expo. This event will take place 5 to 7 pm at the Recreation Center. The Chamber encourages you to set up your booth and then join us for the reception.

ADDITIONAL EQUIPMENT/LOGISTICAL NEEDS

Cooke Rental will be located on-site to assist anyone who has a problem with his or her booth set-up or needs additional equipment for your booth. Any additional equipment ordered outside of what is provided in the booth rental will be at the expense of the exhibitor and will be billed accordingly. You may order additional equipment prior to the expo date. Please refer to your orientation packet for more detailed information or contact George Fern Exposition Services for more information.

WILL ANYONE BE ABLE TO ASSIST ME IN MOVING IN?

Moving in and setting up your booth and later breaking down and moving out is each vendor's responsibility. The Chamber will rent several hand trucks from Cooke Rental in Cornelius, an area supplier. However, they are not assigned and are available on a first come/first serve basis. If you are fortunate to find a hand truck supplied by the Chamber, please return it after you have used them for the next vendor.

EXPO PARKING

Satellite parking has been reserved for vendor parking. Exhibitors and their assistants are required to park in satellite parking after unloading expo materials. It is an easy walk to the exhibitor lot. Your cooperation will help us maximize parking spaces for visitors. Directional signage and volunteers will guide you to satellite parking.

WHAT HAPPENS IF I MUST DROP OUT OF THE EXPO?

The Chamber of Commerce will make every effort to fill your space and, if successful, will refund 50% of your registration fee. Otherwise, registration fees will not be refunded. Any cancellations after Friday, September 26th are totally non-refundable.

WHO IS MY CONTACT AT THE CHAMBER IF I HAVE ADDITIONAL QUESTIONS?

Before you call: Did you read this packet thoroughly? ***Thank you.***

Bill Russell, President
Email: Russell@lakenormanchamber.org
704 650 8987 Cell
704 892-1922 Office