



# 2017 Small Business Expo

Saturday, March 25, 2017  
9:00 a.m. – 11:30 a.m.

## SMALL BUSINESS DIRECTORY & EXPO REGISTRATION FORM

Participation is open to all FSHFC members who own or work for a small business.

### CONTACT INFORMATION

FSHFC MEMBER : \_\_\_\_\_

BUSINESS: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS EMAIL : \_\_\_\_\_

MEMBER PHONE : \_\_\_\_\_ BUSINESS PHONE : \_\_\_\_\_

PRODUCT/SERVICES: \_\_\_\_\_

\*\*Please submit business logo to kvanant@covhlth.com by Wednesday, March 15<sup>th</sup> to be included on promotional materials.

### EXPO PARTICIPATION OPTIONS

Please mark one option only

- ( ) **Option A** **FREE**
  - Business listing in the 2017 FSHFC Small Business & Services Directory
- ( ) **Option B** **FREE**
  - Business listing in the 2017 FSHFC Small Business & Services Directory
  - Exhibit Booth Space
- ( ) **Option C** **\$75**
  - Business listing in the 2017 FSHFC Small Business & Services Directory
  - Exhibit Booth Space
  - 3 months of digital marketing on either (please mark one)
    - \_\_\_ FSHFC facility display monitors **OR** \_\_\_ Coupon on FSHFC mobile app
- ( ) **Option D** **\$150**
  - Business listing in the 2017 FSHFC Small Business & Services Directory
  - Exhibit Booth Space
  - 3 months digital marketing on FSHFC facility display monitors
  - 3 months mobile deal/coupon in FSHFC mobile App

### EXPO BOOTH NEEDS

Please mark all that apply

- ( ) Chairs #\_\_\_\_\_
- ( ) Tables #\_\_\_\_\_
- ( ) Electricity
- ( ) Other: \_\_\_\_\_

### WHAT YOU NEED TO KNOW

- Saturday, March 25, 2017 in the Fort Sanders Health and Fitness Center Gym (open to members & non-members)
- Set-up: 7:15 a.m. - 8:45 a.m. Break-down: 11:45 a.m.
- **Registration forms must be completed in full and returned by Friday, March 17<sup>th</sup>**
- **Participants choosing Options C or D must submit payment at the time of registration**
  - Please make checks payable to Fort Sanders Health & Fitness Center
- Digital & Mobile Marketing Requirements:
  - Marketing will be displayed May – July 2017
  - Ads must be created by the exhibitor and submitted in .jpg format to [kvanant@covhlth.com](mailto:kvanant@covhlth.com) by March 27<sup>th</sup>
    - Display Monitor Ad Size: 1920 x 1080 pixels
    - Mobile App Deal Size: 1080 x 600 pixels
  - Option D: Please send a short description of mobile offer and any rules/restrictions in addition to the image
- Questions? Karen Shotwell, FSHFC Membership Director (865) 531-5080 [kshotwel@covhlth.com](mailto:kshotwel@covhlth.com)

MEMBER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_