

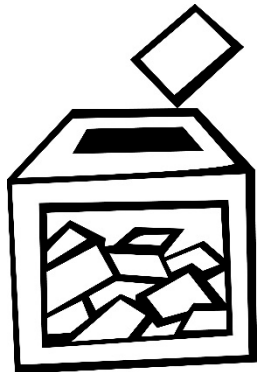


Virginia Association of Counties

EXHIBIT HALL 2017 | NOVEMBER 12 & 13
THE OMNI HOMESTEAD, HOT SPRINGS, VA

CONTACT

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83RD VACo ANNUAL CONFERENCE

EXHIBITOR DRAWING AND PRIZES

Based on evaluations received from exhibitors in past years, the exhibitor drawing cards are, for the most part, quite popular. However, some vendors feel they may be a “hindrance” while others think they’re a lot of fun and help bring people to their booth who may not otherwise stop by at all. In any case, VACo invites all exhibitors to participate while offering an “opt-out” option.

WHAT IS AN EXHIBITOR DRAWING CARD?

New exhibitor? Not sure what the drawing card is? It’s a card given to all conference attendees with a diagram of the exhibit hall and booth numbers. The conference attendees visit each booth and the booth attendant uses their colored markers to put an “X” or initial their corresponding square. Once the card is filled, it is dropped into a box. Then on Monday afternoon at 3:00 & once again after the business meeting on Tuesday, VACo staff will draw cards out of the box and award the lucky winners with one of the drawing prizes generously donated by exhibitors. The company or organization’s name is taped onto the item donated and announced over the PA system during the drawing.

Getting the drawing card filled up not only creates a sense of adventure but also serves to generate more traffic to each booth. Donating a prize is a great way to put your company front and center, build name recognition and contribute to the overall success of the exhibit hall experience. **Participation is optional.** If your company does not wish to participate in marking the cards, just mark “OPT OUT” on the exhibitor application. It does not mean that people won’t come to your booth; it just means they are asked to not have you initial their card.

HOW ARE PRIZES DONATED?

You can drop your donation off at the VACo registration desk when you arrive for set-up on Sunday morning. Be sure to tape a business card to the gift so we can announce your company or organization’s name during the drawing. **The value limit is \$100.**

WHAT IF WE WANT TO HOLD OUR OWN FISH BOWL DRAWING?

Holding your own private drawing at your booth is acceptable; however, keep in mind that VACo’s policy on fish bowl drawings is:

- **VACo does not announce fish bowl prize winners from the podium.**
- **VACo does not distribute your fish bowl prizes for you.** If you choose to have a fish bowl drawing, you are responsible for notifying your prize winner(s) by posting their name on the bulletin board by 2 p.m. on Monday. Be sure to include your contact information and booth number so the winner can find you to claim their prize!
- **PLEASE NOTE:** It is not permissible to announce your fish bowl winners using the microphone. Use of the P.A. system is for VACo staff only.

Questions? Concerns? Suggestions on improving the Exhibitor Drawing? Contact Carol Cameron at ccameron@vaco.org or 804.788.6662, Ext. 2507.