

FIRST REVERSE TRADE SHOW

October 26, 2011

Bear Creek Mountain Resort
and Conference Center, PA

Hosted by: Pennsylvania Public Purchasing Association (PAPPA)

PAPPA'S FIRST TRADE SHOW IN REVIEW

By Co-Chairs :

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PAPPA is a Chapter of the National Institute of Government Purchasing

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OUTLINE -

- PAPPA Profit 2011
- Set Milestones
- Committees Chairs and other Volunteers Needed
- Venue
- Anticipated Income Statement
- Procurement Agency Buy In
- Two days Before The Show
- Day/Evening Before The Show
- Post Conference
- Survey – Positive Results
- Survey – Suggestions
- Summary of Suggestions

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PROFIT \$27,034.92

VENDOR FEES

- 1 PERSON \$175.00
- 2 ND PERSON \$100.00
- 1 PERSON EARLY BIRD \$150.00
- 2 ND PERSON EARLY BIRD \$ 75.00

- Fees include Breakfast and Lunch
- Breakfast cost per person \$18.90
- Lunch cost per person \$18.90
- Facility Cost \$530.00
- Government Agencies: no charge for Breakfast or Lunch.

ATTENDANCE 442

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SET MILESTONES-

- Identify Chair or Co-Chairs
- Assign Tasks to Committee Chairs/members
- Find Venue
- Develop Anticipated Income Statement
- Identify Theme/Tag Name
- Identify Speakers/Topics of Interest
- Develop Tentative Schedule
- Create Registration Packets for Vendors/Agencies
- Email Vendor/Agency Registration Packets
- Advertise the event
- Order Signs, Name Tags and Create Booklets
- Confirm Attendance

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COMMITTEES CHAIRS AND OTHER VOLUNTEERS NEEDED -

- Vendor Chair and Committee members
- Agency Chair and Committee members
- Facility Coordinator/Menu
- Schedule/Plan Timeline of Show
- Speakers
- Directory/Booklet/Signage for day of Event
- Name tags- note different color for vendors
- Communications/Press Release
- Website
- Photographer
- Surveys
- Treasurer
- Vendor/Agencies Tables and Greeters

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VENUE-

- Facility Size (estimate no. of attendees)
- Room for Expansion
- Tables Availability
- Food Availability
- Consider the Noise Level
- Consider Location of Government Agencies
- Consider Time of Year
- Consider Staff...(flexible/accommodating)
- AV Equipment
- RFP/Quotes for Facility
- Recommendation to Board

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ANTICIPATED INCOME STATEMENT-

- Estimate Number of Attendees
- Determine Vendors Registration Fee
- Will you provide meals for vendors/agencies?
- Agency Fees
 - (PAPPA provided free meals to agencies and there wasn't a Registration fee)
- Compare Menu Options
- Hotel Costs/Room Rental
- Printing fees for Programs, Signage, Name Tags
- Miscellaneous Fees and Lanyards



“Buy In” of Procurement Agencies

What is a Reverse Trade Show (RVTS)?

A reverse trade show allows suppliers, consultants, contractors, etc. the opportunity to meet with procurement professionals and their end users from numerous government agencies at one time at one location. You and other members from various government agencies are the ‘exhibitors’ and the vendors are the ‘attendees’. The vendors will walk around the trade show floor and talk to agencies about the products and services they have to offer.

What’s in it for my agency?

- Make new business contacts.
- Meet vendors face to face and get a better understanding of what they offer and how it fits with your needs
- Networking opportunities with professionals from other agencies, find out what works for them and whether it will work for you
- Learn about PA Costars program and how it can streamline purchasing
- It is Free and you will be given Breakfast and lunch; enjoy all the other benefits with no cost to YOU.



Getting Ready for RVTs Chapter Suggestions

Two Days Before Event:

- Confirm all speakers
- Confirm volunteers for the night before to help set up for event
- Confirm volunteers for Day of the event :
Greeters, Registration Tables, Clean up, Breakdown Tables
- Review materials needed: ribbon, scissors, cash box, name tags/lanyards, signage
- Create detailed schedule for day of event
- Identify tasks and persons responsible for each



Getting Ready for RVTs Chapter Suggestions

Day /Evening Before Event:

- Contact Hotel and confirm access to room
- Contact A/V rep at hotel
- Early prep at hotel – anyone who can make it!
- Test laptops/AV equipment
- Confirm table configurations and set up signs
- Post entrance signs
- Insert name tags in holders
- Compile bags with Booklets, surveys, etc.
- Determine completed survey location
- Set up table registrations
- Confirm coffee and breakfast for morning

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Post Conference -

- Close out Financials
- Create Final Report
- Review Surveys
- Email Certificates of Attendance
- Send Thank you Emails
- Post Pictures on Website
- Prepare Slideshow for next Chapter Meeting

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Survey Results – Positive

- Time and Location worked well
- Facility, Staff, Food was excellent
- Excellent Show, Great Turnout
- Met many new Vendors at this Show and exchanged business cards
- Provided more resources to do business
- Opportunity to meet new Vendors, which helps to create more competition
- Networking opportunity to meet with other Agencies

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Survey Results –Attendees Suggestions and Comments

- **Reduce Noise Level:** Hang curtains; Partition sections
- **Too many people:** Separate show into two sessions morning and afternoon for vendors; Agency room very crowded, maybe divide into 2 rooms; hard to get around to everyone because of the time they had to wait to meet people.
- **Layout suggestions:** Split the booths into 2 rooms or dividers to cut down on noise; More logical grouping tables; Floor plan should have been included in program; Place all county departments together; Larger room for trade show .
- **Speakers:** Make US Communities & Costars optional sessions; Costars was great when he was talking to us as agencies, but when addressing the vendors it got long; Do not have speakers during meal times
- **Time of year:** Majority of attendees pleased with time of the year, beautiful scenery, great location
- **Other suggestions:** Invite more medical vendors per nursing homes

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SUMMARY OF SUGGESTIONS -

- Do not combine RVTS with any other organizations
- Limited speakers during meal times – Optional sessions for speakers
- Breakout into two sessions: Morning session (vendors would get breakfast); Afternoon session (vendors would get lunch)
- Programs should include table layout, map of hotel, location of coffee & breakfast and lunch.
- No exceptions for EB must be postmarked by deadline set, cut off is at least 2 weeks prior to event
- Deadlines for Agencies to register – food counts, hotel room block releases
- Policy for refunds, cancellations, no shows
- Registrations with credit cards
- Sponsors –optional
- Use the K.I.S.S. Principle

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Vendor Registration Table



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Vendor Registration Table



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Trade Show Floor

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Procurement Agency Check In



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Breakfast

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Costars Speaker



**US Communities
Speaker**

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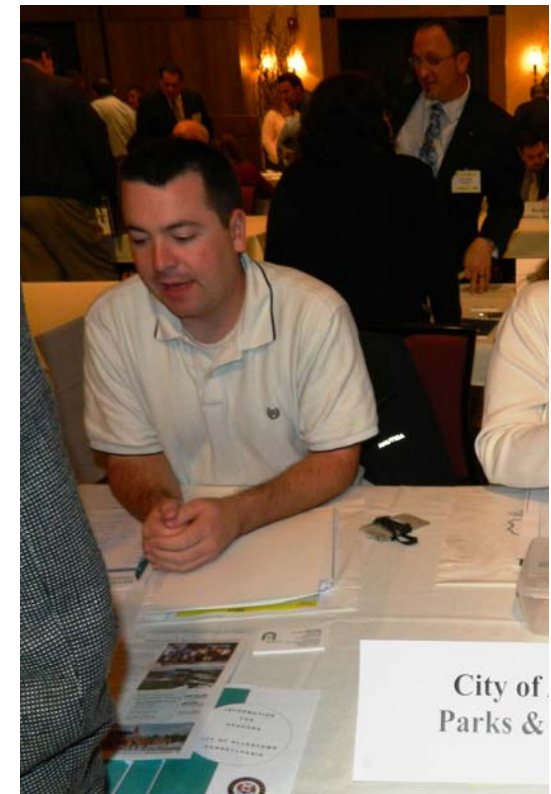
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Lunch

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**Patrick Leavey,
Chapter President**