

Made in New England Expo

Granite State Ambassador Show Information

Show Hours:

Saturday, December 3 10 a.m. – 6:00 p.m.
Sunday, December 4 10 a.m. – 4:00 p.m.

Location:

The DoubleTree Manchester Downtown Hotel
700 Elm Street
Manchester, NH 03101

Event Sponsor

Granite Media Group

Event Website:

<https://www.businessnhmagazine.com/events/made-in-new-england-expo>

Staffing:

Staff for Expo is staff from Granite Media Group and the Granite State Ambassadors (GSA).

Check in with your GSA supervisor (Emily-Saturday, Ashlee-Sunday) for signing in and out of shift hours. They will be by the ATM outside of the Expo Center about 10-15 minutes before scheduled shift change times to meet incoming GSAs.

Attire: GSA shirt, black pants or skirts, name badge. Wear clean comfortable shoes/sneakers. No pocketbooks or backpacks. Fanny packs or **small** over the shoulder travel wallets are okay. If you need to add extra layers for warmth, please try to wear them underneath your GSA shirt (solid colored long sleeve shirts, turtlenecks, etc.) Please try to avoid sweaters, coats, and vests that might obscure your uniform shirt.

Staff Breaks: If you need a break, please check in with Emily or Ashlee so your position will be covered. Please limit your breaks to 15 minutes and use it to grab a quick bite, drink or restroom visit. Emily and Ashlee have a lot of people to give breaks to and if you are shopping, someone will go without one.

Parking: GSAs may bring their ticket in to be validated for free parking - the Expo is covering the cost. For free parking, give your ticket to Emily or Ashlee. Do not use the validation machine in the expo hall. If you are familiar enough with the area around the hotel to park on the street, on-street parking is free everywhere except Elm St. on Saturday, and everywhere on Sunday. Please consider parking on the street when it's free – parking for 25 plus volunteers at \$7 each in the garage can add up.

Guests and exhibitors parking in the garage will need to bring their parking ticket in to be validated. There is a machine to validate tickets just inside the Expo entrance on the right, attached to the wall, and there will be one at the Information Booth as well for both attendees and exhibitors.

GSA Shift Times: Saturday

9:30-12:30 pm
12:15-3:15 pm
3:00-6:00 pm

GSA Shift Times: Sunday

9:30-1:00 pm
12:45-4:00 pm

GSA Duties:

- Door Greeter: Welcome guests, pass out programs, check hand stamps
- Cash Register: handle ticket sales
- Expo Support/Floater: Walk around the Expo, assisting guests and exhibitors
- Back Door Monitor: Sit/stand by the back door to ensure that no one sneaks in

GSA Supervisor Information:

- Saturday: Emily McMaster: 603-244-0757
- Sunday: Ashlee Rowley: 339-223-3245

Admission:

- \$8.00 for adults
- \$7.00 for Seniors (65+) with ID and Military
- \$2.00 for children 2-12 years of age
- Children under 2 years of age are admitted free of charge
- No stroller fee.
- Get into MINE Free passes (VIP)
 - Tickets admit **one** attendee
 - Tickets are good for one day of admission only
 - Attendees with these passes may skip the line and enter at the entrance.
 - Staff person will be accepting them and stamping hands at the door.



- Double check hand stamp for anyone leaving the Expo Center with plans to return that day--every hand should have been stamped on the way in.
- Will accept VIP tickets at the door or at a register.

In Case of Medical Emergency: During show hours, please notify the on-duty Manchester Firefighter and Kelly Keating. Also do your best to help keep the area clear for the injured person. Any of the Expo staff (wearing maroon vests) can help you get in touch with Kelly K and find the firefighter. They all have walkie-talkies to communicate. Emily and Ashlee will also have a walkie-talkie to communicate with Expo staff, and you can call her cell to get ahold of her quickly.

Fire Department Compliance: Please comply with and pass along to Kelly Keating any recommendations by the Manchester Fire Department. They determine when we have reached capacity and will alert us to temporarily halt ticket sales and entry of ticket holders. The Manchester firefighter on duty is the official authority about anything fire and crowd safety related – if anyone else tries to give you instructions or questions the set up, please direct them to the Information Booth which is in the lobby by the ATM.

Evacuation Procedures: If ordered to evacuate, please stay calm, open all doors, move tables out of the way and direct people out of the Expo Center. After you have evacuated, if you can safely get across the street, Emily or Ashlee will meet on-duty GSAs at the Manchester Downtown Info Center. If you can't get over there, please give a call to let her know that you're safe.

Cash Handling:

- Cash register drawers should **always** be closed except when providing change or cashing out to Kelly Keating, Expo Manager, or Christine Carignan, Granite Media Group.
- In the case of theft attempt, simply hand over cash
- In order to maintain the safety of everyone, **DO NOT** talk about cash at all.
- If you are working the register and need change, **DO NOT** yell out, I need ones I only have twenties, etc. Quietly ask one of the expo staff to call for change.

Public Relations: Direct the media to Kelly Keating, Expo Manager, or Christine Carignan, Granite Media Group, (at the Information Booth in the lobby by the ATM.) **Please do not speak to the media.** Note Expo staff will have Maroon Logo'd vests on.

Other Information:

- **IMPORTANT:** Any feedback, observations, or complaints that do not directly affect the operation of the show at that moment: **PLEASE share with Emily or Ashlee, NOT expo staff.** We will share all feedback with them after the event is over. We understand that each show does things differently - please respect their method and do your best to comply.
- Please do not use your phone while on duty unless you are contacting Emily or Ashlee. If you need to take a call, please step away from your position.
- Familiarize yourself with the restroom and Information Booth locations (there are bathrooms in the back of the Expo Center – and by the elevators up from the parking garage). The Info Booth is next to the ATM outside the Expo Center entrance.
- Take note of emergency exits
- Direct any questions that you can't answer to the Expo Information Booth in the Expo Hall Lobby by the ATM.
- Wear your badge at all times
- If you have any questions or problems, please alert Kelly Keating or GSA Event Manager.
- Also take note of the aisle carpet – it has a tendency to bunch up and be a tripping hazard. If you notice it, let the Expo staff know and they'll have someone come and take care of it.
- The DoubleTree will put brown water coolers across from Webster. Please let expo staff know if they are empty, or run out of cups.
- If you plan to walk the Expo floor before or after your shift, be aware that if you are in uniform you may be asked by exhibitors to watch their booth – please do so! You can let Emily know afterward and she'll make sure you get credit for your hours. If you would rather not do this, please bring another shirt to change into or something to cover up your uniform.
- If you hear any immediate complaints or comments from exhibitors or guests, let Expo staff know who and where so they can address the issue. **Please avoid engaging with exhibitors or guests about complaints** – say “I'm sorry about that, I'm a volunteer, let me find someone from the Expo who can help you.”
- Please have booth numbers on you to assist guests.
- Some vendors will need access to the loading dock so they may ask you about getting the door unlocked to get out there – Kelly Keating has the key, so someone with a walkie talkie can call her and she'll meet them over there to open the door.
- **** Food:** Stark Brewery, Booth 913; Hobb's Brewery, Booth 314; Potato Concept, Booth 615

- Please don't eat while you are on duty. If it's a bite sized sample that you can pop in your mouth in one bite that's okay (in moderation) but please don't be walking around and eating
- Please wait until your shift is over to do your shopping. Expo support GSAs should not be walking around carrying bags and parcels. If you see something you want, most exhibitors will be happy to hold it for you until the end of your shift, and if not, you can run it out to your car.
- Break Room is Pierce.

Expo Support:

- Please be aware of trash and general cleanliness of the Expo as you walk through. If you notice any trash cans needing removal, if the bathrooms need attention, or other general mess, notify Kelly Keating so she can have the banquet staff at the DoubleTree Hotel sent over.
- Relieve exhibitors for bathroom or drink breaks (do NOT make any exhibitor sales). Be sure and pleasantly remind them before they leave, you can only stay 10-15 minutes because there are a lot of booths needing breaks.
- If you think of it, ask the exhibitor for their cell phone number. If they're not back after 15 minutes, we can call it to find them. You don't have to make the call, just please let Emily or Ashlee know so she can tell Kelly Keating.
- Work as greeter when asked by supervisor
- **Answer attendee/exhibitor questions** – if unable to answer a question please follow through accordingly
 - You can either take the question to the Expo Information Booth (outside the main entrance), or try to get in touch with Emily or Ashlee who will find the answer for you
 - Please ask the question on the attendee/exhibitor's behalf or accompany them to the appropriate contact

Ticket Sales/Cash Register:

- Provide hand stamp to all attendees (if someone doesn't want their hand stamped, you may stamp a piece of paper for them, but they will have to give the paper to the person at the entrance – they cannot be readmitted without a hand stamp. Any questions or issues with this policy should be directed to Kelly Keating)
- Sell tickets – cash and checks are accepted at all registers. There is an ATM right outside the Expo Center. There is also a line for credit cards.
- Only Kelly Keating or Christine Carignan are authorized to bring change or take money from the registers. If you need more change, have one of the Expo staff working the registers with you call on the walkie-talkie
- Ask details of sale before ringing it in, e.g. “cash or check?”
- Confirm number of people before ringing it in, e.g. “Okay, one adult and one child.”
- Check sales:
 - Request ID
 - Verify signature
 - Verify telephone number and record it on the check
 - Checks should be made out to “Events NH”
- Take Get in for Free passes tickets - they admit one person for one day
- Place all **Get in for Free** Passes in the slotted box next to the register. Do **not** ring in complimentary tickets
- Provide event information

Door Greeter:

- Hand out program sheet.

- Greet guests as they come in, and check for hand stamps. There will be a different stamp each day so please be sure you know what the stamp is for Saturday, before you start your shift.
- If someone comes to the door with a slip of paper with the day's stamp on it, collect the paper and let them in. They won't be able to leave and re-enter the Expo unless they get their hand stamped. If they have questions or issues with this policy, direct them to the information booth.
- Allow exhibitor staff in with name badge and advise them they must wear their name badge to gain admittance to the Expo Hall. **If they do not have a name badge it should be at the information booth. If they need to get it from someone in their booth, contact Kelly Keating, Floaters, or GSA Manager who will retrieve it for them.**
- There will be a raffle table set up near the entrance with slips to fill out to win a basket of items from the vendors. Please make sure it is tidy - there are enough slips and pens.
- Entertainers will be coming in throughout the day Please direct them to the information booth or have someone on the expo staff call for Kelly.

Back Door Monitor

- Sit by the back door of the hall
- **Anyone may leave through this door** (it goes directly to the parking garage)
- **ONLY** exhibitors **WITH** a badge may enter through this door, but also use your best judgment... For example, if a parent with a baby who has already paid to get in (they will have a hand stamp) wants to use this door to reach the bathroom with the changing table, that's fine
- Most of the traffic at this door will be exhibitors going out to their cars for more product or going outside for a cigarette break
- It can be very cold at this door. Please bring a jacket, gloves, whatever you may need.

IMPORTANT: There will be a GSA volunteer shift captain for the last shift of both Saturday and Sunday, who will be in charge of contacting Expo Manager, Kelly Keating if there is a problem. GSA Event Management will be leaving 30 minutes after the last shift arrives. You will be posted in pairs, so please plan to break each other, and if you need anything, one person can go find the GSA shift captain while the other stays at their post.

FREQUENTLY ASKED QUESTIONS (FAQs) FROM EXHIBITORS

Where is my booth?

Direct them to registration at the Expo Info Booth.

Where is my table, chairs, carpet (anything that goes in a booth, except the electricity or internet)?

Refer them to information booth.

Electricity and Internet. If they are inquiring about electricity or internet, they need to go to the Expo Information Booth. Electricity comes from the DoubleTree, and the staff at the info booth can connect them to the people to help.

Where are the bathrooms?

Through the main entrance doors and down the hall to the left, next to the elevators. There are also bathrooms at the back of the Expo Center, near the doors to the parking garage.

When do I have to be set up by?

9:00 a.m. on Saturday– No later.

Where is the First Aid Station located?

Go to Expo Information Booth to request assistance from attending fire department personnel.

Where do I put my trash?

Outside in the dumpster – it's next to the loading dock.

Where do exhibitors park?

Exhibitors may park in the Center of NH parking garage. The discounted rate for exhibitors is \$7 per day. There is NO parking or unloading on the horseshoe shaped drive in front of the hotel. They will tow any illegally parked cars.

Can I speak to Kelly Keating?

Absolutely, I'll find her for you - what's your name? (Find an Expo staff person or GSA manager with a radio – they can call her for you.)

I need electricity but didn't order it?

Please contact Kelly Keating

Can you give me change for \$100 (or any amount – this often happens at the ticket counters)?

I'm sorry, we can't give change to exhibitors. The hotel won't give change either. There are several banks within walking distance – TD Bank is open on Saturday.

If I run out of inventory, can I leave?

No, it reflects poorly on the show. Use the time to collect orders, names, and generally market your company. *If you see an exhibitor packing up early, let Kelly Keating know. Do not enforce.*

I'd like to exhibit again - how do I do that?

There is a sign up form at the information booth or please ask to see Kelly Keating.

FREQUENTLY ASKED QUESTIONS (FAQs) FROM ATTENDEES

Do you take checks?

Yes, we take checks with ID.

Do you take credit cards?

Yes, we accept credit cards. There is also an ATM located right outside the Expo Center entrance. Many of the exhibitors do accept credit cards. The ATM has run out of cash on a busy weekend. If you hear it's out please let Kelly Keating know so it can be refilled.

How much are the tickets?

\$8 for adults, \$7 for Seniors (65+) and Military, \$2 for children 2 – 12 years old and no charge for children under 2.

Can I be readmitted?

Yes, on the same day with your hand stamp (hand stamps are different each day of the expo)

Where is the money for this going?

This event is produced by a privately-owned NH-based business (Granite Media Group) We provide an opportunity for small businesses to meet buyers.

Where is the parking validator?

There is one attached to the wall on the right just inside the Expo entrance, and also at the information booth.

I'm going to a show at the SNHU arena or downtown. Can I use the expo validator to save money on parking?

No, only Made in New England ticket holders can use our validator.

Where is the First Aid Station located?

Go to Expo Information Booth to request assistance from attending fire department personnel.

Can I speak to whoever is in charge?

Of course, I'll locate Kelly Keating right away.

Where is the Expo Information Booth?

I'll show you – **or** – right outside the Expo Center Main Entrance.

Where is (a certain exhibiting company) located?

Ask to see their program, look up company (list is alphabetical) and accompany when you can.

What are the Expo hours?

Saturday 10 a.m. – 6:00 p.m. and Sunday 10 a.m. – 4:00 p.m.