

Presented by:



New Braunfels Senior Expo

Thrive after 55+!

2025 EXHIBITOR INFO PACKET

New Braunfels Senior Expo

We are excited to have you participating in this year's expo!

This exhibitor information packet is provided to help you
prepare for a successful event.

**This manual should be shared with those in your company involved in any
aspect of your participation in the show.**

We look forward to welcoming you personally to the
2025 New Braunfels Senior Expo.

If you have any questions, please do not hesitate to contact us at 832-392-0165.

www.nbseniorexpo.com

an **RJC Event Group Production**

IMPORTANT INFO!! READ THIS!!

- WE **DO NOT** COLLECT ATTENDEE INFORMATION TO SHARE WITH ANYONE
- WE **DO NOT** SELL ATTENDEE LISTS
- NO ONE **FROM OUR COMPANY** WILL EVER CONTACT YOU ABOUT BUYING A LIST
- ANYONE SAYING THEY HAVE OUR LIST **IS LYING!!**
- **EVEN IF OUR LOGO IS IN THEIR EMAIL – THEY ARE STILL LYING**
- SELLING ATTENDEE LISTS TO EVENTS IS A BIG SCAM AND THE SCAMMERS ARE BECOMING MORE FREQUENT
- **DON'T FALL VICTIM TO THIS**

ONE LAST TIME TO REITERATE

NEVER

PAY ANYONE FOR A LIST THEY CLAIM TO
HAVE FROM OUR EVENTS OR ANY OTHER
CONSUMER SHOW FOR THAT MATTER.

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Watch your e-mail for Set-up Times



The message will have your specific scheduled move-in time.



Please bring your own dolly or push cart, there will not be any available at the facility for you to use.

NOTE: We only have one day for set up. This schedule is based on when your booth will be ready. Please adhere to it or contact Linnie to make alternate arrangements or your booth might not be ready.

Linnie@rjceventgroup.com or 832-392-2165

MEDIA Coverage

Sometimes we are lucky enough to have media come to the show and the first question they always ask is "What's new?".

Help us direct media to your booth if they come! We can also help you launch your new product or service into the senior marketplace! Fill out the info below, send it in and we'll use it for media and promotion ...and we'll help drive more traffic to YOUR booth!

What's New, What's Helpful, What's Important to the 55+ Community.

Let us help you launch your new product or service into the Senior marketplace! Give us the information we can use in press releases ...and we'll help drive more traffic to YOUR booth!

Company Name: _____

Contact: _____ Booth# _____

Phone: _____ Fax: _____

Email: _____

List below your: New Product / New Service / Helpful Product / Important Service:

Send or fax your information, brochures and/or photos TODAY to:

2025 New Braunfels Senior Expo
Phone: 832-289-0488 Fax: 713-456-2295
Email: robyn@rjceventgroup.com

CALENDAR

MOVE-IN

Monday	November 3rd	12:00 - 6:00 pm*
Tuesday Morning	November 4th	7:00am - 8:30am**

***You will receive an e-mail designating YOUR specific set-up time,**
depending on your booth location.

****Installation of exhibits MUST be completed by
8:30am on Tuesday, Nov 4th**

SHOW HOURS

Tuesday	November 4 th	9am-3pm
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ADMISSION PRICING

Everyone!	Free
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MOVE-OUT

No dismantling of exhibits may take place while the Show is in progress. Please cooperate and keep your exhibit intact until the show closes and visitors have departed. Breakdown of exhibits are as follows:

Tuesday	November 4 th	3:05pm-7pm
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- **Attendees will be in the building until the show closes at 3:00pm.**
- **Any exhibitor who begins to teardown before 3:00pm will be noted, which will affect your renewal status for the 2026 show.**

Cars and trucks will not be allowed in the Civic Center. Please bring your own dolly or push cart to use during move-out. There will not be any available at the facility. **Your display must be entirely removed by 7 p.m., Tuesday, November 4th.**

SHOW MANAGEMENT

Below is a list of our team members. We will be ready to answer your questions and help ensure you have a great experience at the show.

Robyn Cade, President/Show Director
Kaitlin Colegate, Sales & Marketing Manager
Lynnie Beck, Customer Service
Rachel Shann, Customer Service
Robbie Van Camp, Floor Manager

GENERAL INFORMATION

BOOTH GUIDELINES

- Floor Covering for your booth space is HIGHLY recommended.
- **Linear Booths** (8x10, 8x20, etc) may be built to maximum height of 8 ft. on the back. **Any signage must be displayed BELOW the 8 ft height.** **No signs may be hung or suspended above linear booths.** The only exception to this rule occurs when a linear booth backs up to wall and not another exhibit. For exception approval – contact your sales rep. Sidewalls may be 8ft. high, ½ way to the aisle from the back wall. **The next ½ may not exceed 3ft high.**
- **Black side and back drape** will be provided by show management in the linear home show booths only.
- **Bulk Spaces** (Islands) are open on all four sides.
- All **boxes, wires, storage materials, etc., must be kept out of sight.** It is the responsibility of exhibitors to provide Pipe & Drape if needed to cover these items.
- Any **Pipe & Drape** used in **bulk** space is the financial responsibility of the exhibitor.
- **Tables** used in exhibits must be draped to the floor & look professional.

CLEANING

Show management will arrange for cleaning of the aisles, but exhibitors will be responsible for keeping their booth clean and vacuumed.

DECORATION

All materials used for decoration of displays must be flame proof.
Please note: Unfinished tables must be draped to the floor and look professional. NO HELIUM TANKS OR HELIUM BALLOONS WILL BE ALLOWED IN THE HALL.

EXHIBITOR BADGES

- Please pick-up exhibitor badges when you arrive to set-up.
- Badges are available at show office located in the lobby area.
- 4 badges will be issued for 6x10 booths, 6 badges for 8x10, 8x20 and 16x20 booths.
- Up to 8 badges are available for bulk spaces.
- Will-Call for badge pick-up will be in the lobby.
- Exhibitor Badges are to be used/worn ONLY by exhibitors working in booth, not family or friends.

ELECTRICITY

There is a charge for power based on the amount you need. If you didn't order electric when you initially signed up, please contact Linnie Beck at linnie@rjcev-entgroup.com to order. **Deadline to order is Wednesday, 10/21/25. A late fee of \$50.00 will be charged after this date.** If you intend to use extension cords, please note that they must be 3 prong, outdoor, heavy duty and UL approved.

FIRE AND BUILDING REGULATIONS

- Parking near overhead doors is permitted only for loading and unloading and will be regulated by Show Management.
- All draping materials, etc. must be flame retardant.
- All plantings, foundations, etc. should have waterproof plastic materials underneath.
- Exhibits are not allowed to block or obstruct any fire fighting equipment or emergency exits.

*HEALTH PERMITS / FOOD SAMPLING & SELLING

The exhibitor must present a temporary health permit when selling or providing any food and/or beverage. All booths selling and/or sampling food and/or beverages are responsible to obtain the proper temporary Health Permits. Temporary health permits will be issued by the **City of New Braunfels**.

Here are the directions to apply:

- Go to <https://app.smartsheet.com/b/form/cbf6d0d9e45d4bf58b436f4041e5876a>

Permit Fees:

- For Profit - \$75.00 || Non-Profit - \$25.00
- Applicant must submit Copy of Non-Profit Tax I.D. Number using the attachment link at the bottom of the application.
- Sampler - TCS Foods - \$25.00 || Sampler – No Fee
- Applicant must comply with the sampler requirements and get approval from city prior to event
- If you need assistance, call 830-221-4041 ext. 3 or email **health@cityofnewbraunfels.com**
- Additional information on page entitled: Sampling Guidelines

INSURANCE

In addition to policy requirements set forth in the Exhibit Space Contract, for your protection exhibitors are advised to have a rider on their insurance policies covering the travel to and from the Show. Exhibitors should be aware that neither Show management, the Security Contractor, nor the New Braunfels Civic/Convention Center - are responsible for any losses incurred as a result of exhibiting at the Show.

LOCATION

The New Braunfels Civic/Convention Center is located at 375 S Castell Ave, New Braunfels.

MUSIC, PHOTOGRAPHS & OTHER COPYRIGHTED MATERIALS

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in their booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to RJC Productions, proof satisfactory that the exhibitor has, or does not need, a license to use such music or copyrighted material. RJC Productions holds the right to remove from the exhibit hall all or any part of any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses.

PAGING POLICY

There will be **no paging** during Show time. With the exception of approved pages for emergencies and lost, small children.

PARKING

There is no charge for parking at the New Braunfels Civic/Convention Center. Exhibitors are asked to park at the Co-op to leave closer parking for attendees.

NOTE: This policy is in place so YOUR customers will have ample parking.

PRESS OFFICE

During the Show, our Marketing Team will be available for media inquiries at the New Braunfels Civic/Convention Center. Exhibitors are urged to have press information there, and to report visiting VIP's, new products, or other newsworthy items.

PRODUCT SELLING & RECEIPTS

It is important for exhibitors to give receipts to customers purchasing items during the Show. This is an additional security measure and will eliminate embarrassment to the customer who may be asked to present proof of purchase when leaving the Show.

RENTALS: TABLES & CHAIRS

Tables and chairs are available at no cost if ordered by Oct. 24, 2025.
Email: Lynnie@rjceventgroup.com

SECURITY

While Show Management will exercise reasonable care in safeguarding your property, neither Show Management, nor the Facility, nor the Security Contractor assumes any responsibility for such property. Exhibitors are required to have insurance for any loss that may occur before, during or after the Show. **NOTE: There are security cameras pointed at the show floor.**

SHIPPING

Shipments made directly to the New Braunfels Civic/Convention Center must arrive no earlier than the first day of move-in (**Monday, November 3, 2025**), and the exhibitor **must be** present to accept shipment. Any shipment arriving prior to the first day of move-in (**Monday, November 3, 2025**), will incur a \$75.00/day charge by the New Braunfels Civic/Convention Center.

New Braunfels Senior Expo
Attn: YOUR COMPANY NAME + BOOTH #
New Braunfels Civic/Convention Center
375 S Castell Ave
New Braunfels, TX 78130

SHOW OFFICE

Our experienced staff is always available to assist you. If you need help during the event please visit the Show Office, located in the lobby.

SIGNS

Hanging signs are permitted over bulk spaces only and must not exceed 50% of your booth dimension. Exhibitors may not affix signs to any walls, drapery, columns or hang from the ceiling. Signs **will not** be hung from the ceilings. Any damages to facility will be billed to the exhibitor by the Facility.

STAFFING YOUR EXHIBIT

Every exhibitor is responsible for having his/her display manned at all times. We suggest a member of your staff be present at your display area during move-out.

EXHIBITOR CHECK LIST

Service / Item	Supplier
Booth Furnishings (Tables & Chairs)	New Braunfels Civic Center Lynnie@rjceventgroup.com
Electric NB Senior Expo	New Braunfels Civic Center Lynnie@rjceventgroup.com
Forklift Service	There is no Forklift Service available at the New Braunfels Civic Center.
Health Permit	City of New Braunfels (830) 221-4041 See Page 8 for more information.

How to Maximize Your Profits Exhibiting at the New Braunfels Senior Expo

6 Ways to Increase Traffic to Your Booth...Before the Show

1. Gear All Outside Business Contact to Show Promotion -Show Name
-Location -Dates -Booth Number- "See us at the..."
2. Send Press Releases/Literature to Media & Prospects or Show Mgmt.
3. Send Invitations to Clients & Prospects (5% - 10% respond!)
4. Phone Clients & Prospects (5% - 10% respond!)
5. Advertise in Show Program / Web Site / Become a Sponsor
6. Offer a Service/Discount/Special Demo/ with any of the Above

The Pre-Show Meeting

1. Reiterate goals to staff – "This is why we are exhibiting and this is what we intend to do."
2. Go over scheduling of staff, travel, & accommodation, etc.
3. Discuss common question & problems
4. Nail down pricing, and be consistent
5. Handling leads – decide on method of collecting, have follow-up system ready to go

Your Booth is Your Bait

Some companies use new bait. Some use old bait.
Some use fresh bait. Some use dead bait.

The 3-Second Rule: In a glance, your exhibit should tell people three things in three seconds:

- Your Company name
- Exactly what you do
- At least one benefit of your product or company

10 Easy Ways to a Better Exhibit

1. Sell benefits, not just your product
2. Sell your company too
3. Have a professional, attractive sign
4. Select the proper setting for your product
5. Invite people into your exhibit – don't block access
6. Build, buy, or rent a full backdrop
7. Stand up, SMILE and greet people
8. Include some greenery in your exhibit
9. Involve people in your exhibit/product
10. Create a formal/informal closing area

The 6 Essential Qualifying Questions

1. Thank you for stopping, how are you familiar _____?
OR
What attracted you to our display? Or, What do you see that you like?
(Gives history of prospect, tells you where to start selling)
2. What is your situation now?
(Tells you if the prospect has a need, begins to define degree)
3. What would you like to achieve/change?
(Further defines prospect's application of your product)
4. What are your concerns as to budget?
(Tells you if prospect has the money)
5. How does your timetable look on all of this?
(Gives you the prospect's timetable for buying or acting)
6. How would you like to proceed from here?
(Lets the prospect take over and close him/herself!)

Sample Information to Gather

Name: _____

Address: _____

City: _____

Phone: _____

Best Time to Call: _____

Email: _____

What is your budget? _____

What is your timeframe? _____

___ NOW! ___1 ___2 ___3 ___4 ___5 ___6 ___1yr.

Longer? _____

What can we help you with?

What is your situation now?

How would you like for us to follow up?

___ Email ___ Phone Call

Set Appointment

Date: _____

Time: _____

The Two-Year Pinpoint Plan

Jump on your hot leads – set appointments at the show, and call other good prospects while the show is in progress. At show close, you're left with names of good prospects who weren't quite ready to buy... yet. Here's what you do back at the office afterwards:

Email or mail them your brochures or flyers FIRST CLASS:

- Immediately after the show
- Two weeks after
- Three months after
- Six months after
- One year after
- Eighteen months after
- Two years after

The above was **devised** and credit is given to Dr. Alan Konopacki, Incomm International, Chicago, Illinois.

Ask Short, open-ended questions then
STOP, BE QUIET, AND LISTEN

HOTEL & RV PARK INFO

We are including a list of hotels in the area to assist you in planning your accommodations for the show. Please make your reservations directly with the hotel.

Accommodations within easy access of the New Braunfels Civic/Convention Center

Hampton Inn & Suites New Braunfels	(830) 608-0123
Courtyard by Marriott New Braunfels River Village	(830) 626-4700
Hilton Garden Inn New Braunfels	(830) 620-4200
Fairfield Inn & Suites by Marriott New Braunfels	(830) 626-3133
Holiday Inn Express & Suites New Braunfels	(830) 626-1234
La Quinta Inn & Suites by Wyndham New Braunfels	(830) 627-3333
Best Western Inn & Suites	(830) 625-7337
Microtel Inn & Suites by Wyndham New Braunfels	(830) 557-4407
Wingate by Wyndham New Braunfels	(830) 515-4701
Candlewood Suites New Braunfels	(830) 387-4014
Camp Landa RV Resort	(830) 625-1211
River Ranch RV Resort	(830) 625-7788
Treeside RV Resort	(512) 781-7800

FRIENDLY REMINDER

IMPORTANT EXHIBITOR RULES

In an effort to provide high quality exhibits in the *New Braunfels Senior Expo*, we are asking all exhibitors to achieve the following:

- ✓ All tables must be skirted & look professional. Skirting must be provided for all exposed areas of the table. Skirting must go to the floor. All skirting must be pressed and neat. Plastic tablecloths and pieces of fabric are not permitted.
- ✓ All signs must be professionally prepared. **No handwritten signs are allowed.**
- ✓ All exhibit booth walls are to be completely finished. No wires, frames, wood etc... should be exposed for the public or for your neighbor to see.
- ✓ The standard booth includes 8' high back wall and 3' side rails. **Tables, chairs, electric, phone lines, water, etc... are NOT included with the price of your exhibit space.**

Please Note: Should RJC Event Group have to provide skirting, masking drape, signage etc... **this will be done at the exhibitors' expense.**

Thank you for your support and participation in the
2025 New Braunfels Senior Expo
We appreciate your business!

SAMPLING GUIDELINES

SAMPLER REQUIREMENTS: No fee assessed if applicant can comply with the following regulations:

1. Gloves shall be worn at all times and changed between different applications when handling any “ready-to-eat” food products offered to the public.
2. Hand washing station is required.
3. Only non-potential hazardous foods, which are served by & under the control of vendor personnel, are allowed. Product shall not be left unattended if accessible to the general public.
4. Sliced fruits and/or vegetables are prohibited for sampling.
5. Reconstituted foods are prohibited; products such as dips or “reconstituted” condiments and/or sauces shall not be offered; unless specifically approved by this department.
6. No open, unmonitored, or unprotected trays or serving bowls may be used. Covered “domes” or other similar protective appliances may be utilized for product sampling.
7. Public self-serve of product from communal trays and/or basins is not acceptable. Viral & bacterial cross-contamination is the issue.
8. Only single service wares may be utilized; cups, spoons, etc. shall be disposable and must be kept in a protected location.
9. Provide a copy of your manufacturer’s license to this office, if applicable

Exhibitor is responsible for obtaining any permits required by the health department and the city of New Braunfels.

When a violation is discovered, show management or the Health Department will approach the Exhibitor and all unapproved items must be removed from the facility immediately.

I have read and agree to the above guidelines:

(Signature) _____ (date) _____

Show or Event Name: _____ Event Date: _____

Name: _____ Phone: _____

Address: _____ Fax: _____

City / St / Zip: _____ Email: _____

MAP TO THE NEW BRAUNFELS CIVIC/CONVENTION CENTER



