



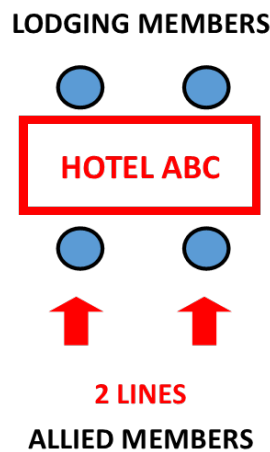
CFHLA Hob Nob Tips & Tricks for Allied Members

REGISTRATION INCLUDES:

- Admittance for entire event
- One Day-of-event booklet (per attendee)
 - This will also be labeled with your name & company
 - **DO NOT LOSE YOUR BOOK.** You will not get another one
- Badge
 - This will allow you admittance into the event and includes your page number in the booklet
- Due to space limitations and safety concerns, physical exhibits, carts or boxes are **NOT PERMITTED** on the tradeshow floor. Any marketing material, gifts, etc., must be carried in a bag.

- You have **3-minutes** at each booth
 - This event is speed dating for businesses!
 - You do not need to keep track of how long you have been in your meeting. CFHLA will keep track for you. Every three minutes you will hear an alarm sound and an announcement from the podium that it is time to move to your next meeting.
 - Now, if for instance, the person in front of you only used 2 minutes of their time & you sit down early, that is okay. When the bell goes off a minute later, you do not need to move. You may sit through the next three-minutes.
 - If you see someone staying over the three-minute limit, please inform a CFHLA staff member.
- This is **not a sales pitch**. This is brief introductory meeting to put you in front of Lodging executives. Have your elevator speech ready!
- Be prepared & know who your customers are.
 - You will receive a list of attendees two days prior to the event so that you may prepare
 - Review this list and see who your company already does business with.
- Bring no more than 1 – 2 pages of marketing materials
 - Lodging executives will receive a lot of pamphlets/flyers to sort through, 1-page should be plenty.
 - Consider bringing a small gift – promotional item, snack, candy, etc. with your contact information.
- **Pre-plan a target list**
 - Similar to knowing who you already do business with, you should also have a plan of which properties your company would like to target.
 - With the possibility of over 40 properties in attendance, you will want to visit your target list first to ensure you have enough time to meet with everyone.
- **Know the booklet page number** you are listed on so that the Lodging Executive can quickly turn to your page for purposes of taking notes.

- This booklet number will also be listed on your badge but add it to your introductory speech as well.
- The lodging properties will also be listed in the day of event booklet. Their page number will be listed on their sign inside their booth. Make sure to have your booklet open to this page before you step up for your meeting, in case you need to make any notes.
- If two individuals from your company are attending, split up your target list. **Only one individual per company should be meeting with each hotel.** This also helps you to cover more ground in a short period of time!
- **IMPORTANT** – Each booth will have a line for each individual in their booth. You will be meeting one-on-one.
 - For example: Hotel ABC has a General Manager and Chief Engineer in their booth. A line will form in front of each individual so there will be two individual lines. If you wish to speak with the GM, you will get in line in front of him/her. When it is your turn, you will sit in the seat in front of the GM and your three minutes will begin.
 - EXAMPLE BELOW:



- Maximize your time while in line with other Allied Members. Fellow Allied Members may be a potential client and great networking resource.
- Be mindful to not interrupt a fellow Allied or Lodging Member when they are in a meeting.