



Student Showcase

- Opportunity** SaskInteractive is providing a venue for students and teachers/instructors of high schools and post secondary educational institutions to showcase/exhibit their interactive media projects to representatives from universities, businesses and government. Summit09 is expected to draw 200 – 300 attendees.
Projects may be exhibited via **computer demonstrations or posters**.
- The venue** Saskatoon Inn, Mezzanine, Ballroom A reception area
- Showcase hours**
- | | Thursday, March 19 | Friday, March 20 |
|--|---------------------------|-------------------------|
| | 10:20 – 11:00 | 10:20 – 11:00 |
| | 12:00 – 01:30 | 12:00 – 13:30 |
| | 02:50 – 03:30 | |
| | 04:45 – TBD | |
- Cost** There is no exhibit fee to participate, but all exhibitors must be a registered Summit09 attendee.
- Eligibility Criteria**
1. Projects must be
 - a. produced after January 1, 2008
 - b. produced in Saskatchewan
 - c. related to interactive media
 - d. conceptualized and produced by a student, group of students, teacher/instructor, or group of teachers/instructors/students
 2. Students may be high school, undergraduate or graduate
- Application deadline** **March 9, 2009, noon**
- Submit questions and application form (email or fax) to:
- | | |
|----------------------------|------------------------|
| Barbara Rackham | Phone: 306.934.6667 |
| SaskInteractive | Fax: 306.934.2814 |
| c/o D.Black Communications | |
| 716 Queen Street | summit@saskinteractive |
| Saskatoon | |
- Copyright** Producers must have the copyright permission for any pictures, sound, content etc. used for the production of the product. Usage of all software must be legal; entrants must make this declaration on their submission form.
- Permission from owner** If the product was produced exclusively for a second party, you must have written permission from the client to submit the product to this showcase.
- Terms of entry** By submitting your application, you certify that you are the creator, owner, or are authorized to promote on behalf of the owner or creator of the intellectual property contained in your entry. Any misrepresentation of the work, creators, or owner's identity is the sole responsibility of the applicant.
- Acceptance** By signing the SaskInteractive Student Showcase application form, participants accept the guidelines and terms/conditions governing the Student Showcase.



Exhibitor Guidelines & Terms/Conditions

- Cancellation**
1. Once an application is accepted, withdrawal is discouraged.
- Facilities**
1. 8 foot tables provided, each supporting 2 demonstration units
 2. Maximum poster size of 4 feet wide and 4 feet high
 3. Power is available
- Security**
1. Valuables left in the area will be at the risk of the exhibitor.
 2. Exhibitors may move their equipment inside Ballroom A following the Thursday evening reception; equipment is left at the exhibitor's risk. If you are supplying your own equipment, you may take it with you overnight.
- Set-up**
1. 7:15 am – 8:00 am Thursday March 19 & Friday March 20
 2. Please set-up in assigned spaces; spots will be assigned on March 17
- Take-down**
1. 3:00 – 3:30 Friday March 20,
 2. Exhibitors are responsible for completely removing all materials at the end of the Summit. We request that exhibitors do not leave posters for the hotel staff to discard.
- The Exhibitor**
1. Must wear a name badge at all times.
 2. Shall ensure the cleanliness of the exhibit area at all times and be responsible for restoring the used area to its original condition.
 3. Shall not take down booth before 03:00pm Friday March 20.
 4. Shall not decorate the space other than with the name of the educational institution and project if desired.
 5. Shall not assign or sublet any of the allotted space to another party without consent from the Summit Coordinator.
 6. Shall limit the number of exhibitors to 2 per demo/poster at a time; exhibitors may alternate as needed.
 7. Shall be present at the exhibit during all exhibit hours (exhibitors must be participants included in the application); unattended exhibits will be removed.
 8. Shall ensure the demo/poster is consistent with the approved application to exhibit
 9. Shall ensure all required software is loaded on any provided computer.
 10. Shall show respect for other exhibitors and to conduct him/herself in a courteous and professional manner.
 11. May have a professional resume on hand **if asked for**; it is not appropriate to burden guests with unwanted material.
 12. Shall turn his/her cell phone off when in the exhibit area.
 13. Shall not chew gum.
 14. Shall not have food or drink in his/her exhibit space.
 15. Shall observe additional guidelines as attached.



Student Showcase Application Form

Please:

1. complete all sections of this form.
2. make sure you sign the completed form on behalf of all participants
3. **Submission deadline: noon March 9, 2009.**

Contact Name

Email address

Telephone

Educational Institution

Student participants (optional)

**Teacher/Instructor
participants** (optional)

Type of exhibit

- Poster
- Computer demonstration
 - We will supply equipment
 - We require a computer (*note: laptops will be rented; please list your requirements. We will advise you if these requirements cannot be met.*)
 - We require access to electrical power

Client name (if applicable)

Client's signature I hereby grant permission to _____
to display/demonstrate the product described below.

Project description:
(maximum of 300 words)

On behalf of all participants,

- I declare that this project does not infringe on any copyright laws
- I declare that all participants have read and accept the eligibility criteria and guidelines, terms and conditions

signature

Date: _____

Trade Show Etiquette

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Sitting

The tradeshow environment is a tough one. I know that. By the end of the day your entire body feels weak and numbed. I also know that the next day you'd rather have your legs amputated than stand on them, but buck up! When you're sitting, you look lazy and less approachable. In that state, lead-generating opportunities will pass you by like grandma getting passed on the highway.

Talking with other booth staff

Remember: this is not the breakroom and you're not at the show to talk with "Bob" from R&D. Save the conversation for dinner. Otherwise, if you're in the middle of chumming it up, show attendees will not even try to interrupt your conversation to ask for information. The same goes for the cell phone as well; if you need to take a call, excuse yourself from the booth.

Eating

If you eat at your booth, you're telling your prospects, "I'm busy. Spend your time, attention and money elsewhere." Once you're away from your booth and ready to chow down, avoid food that will cause bad breath. This is no time to make a reservation at [The Stinking Rose](#) (no matter how good it tastes) – your pores will stink for days to come.

Scratching, picking, digging...

Most of us spend our days in semi-private environment. When the need to scratch, pick or adjust arises we are free to address our source of discomfort immediately. Well, being on a show floor is a lot like being on stage. People are all around and watching you. So the odds of being caught scratching are pretty high. Just Don't Do It.

Talking smack

You only get one chance to make a first impression. At a trade show, you are making that impression on someone at every moment. How will you and your company be remembered?

Several years ago I was staffing a booth with a couple of other people when in walked a very beautiful woman along with her blind husband. They asked a couple of questions and left. A few moments later one of the other staff members started talking about this woman's features in great detail, then said "it's a shame, a woman like that, and her husband can't even see what he's missing." At that point her husband made his way back from two booths away and said, "I might not be able to see, but I can hear"

The point is this: whether it's about other booth staffers, competitors or attendees, your conversations can and will be overheard. Will what you say encourage trust in you as a person? In the end, our decision to buy is based on what we think of you. What you sell is almost ancillary.



80/20

Remember the 80/20 rule – listen 80% of the time and talk 20%. Many people, when put in the show situation, tend to “throw-up” on the attendees. You’ve seen it, I’ve done it. It’s just wrong.

For example, the attendee asks a question, “Does your product do this?” Then you reply, “The product does this and that and my company was founded in 1912 by a farmer and a goose. I started working with the company when Carter was president. Boy, it was a hot summer.” You did nothing but point out that you’re uncomfortable being there.

Listen to the customer. Process what they want to know, then respond with pertinent information. Wait, then ask if your response adequately answered their question. If you’re nervous, take a breath or two before speaking. You’ll be glad you did.

The bottom line

For a successful trade show, make sure you are as approachable and professional as possible. Remember that at any given moment, you will be on center stage. The customer is looking at your booth and asking themselves, “Do I need what they have?” Then they’ll look at you and decide, “Do I want to work with them?” That is not a good time to pick your nose.

You only get one chance to make a first impression. At a trade show, you are making that impression on someone at every moment. How will you and your company be remembered?