

Dear Exhibitors

Alanola Health Services strives to provide the best opportunities for you to market your business. Our mission is to unite corporate employees with local health and wellness professionals in the interest of proactive health!

Please understand that while at events, inappropriate behavior, whether intentional or accidental, reflects poorly on your business as well as ours. In a corporate setting, **YOU ARE OUR IMAGE**. Therefore, we ask that you please review the following rules and regulations:

BE ON TIME! This is the number one complaint that we have received. Please arrive to events at least 30 minutes prior and have your displays set up **BEFORE** the start of the event. Unless you have made prior arrangements, it is unacceptable to show up late or not at all!

HONOR YOUR COMMITMENTS. If you say you are attending an event, please attend. We understand that occasionally an unforeseeable circumstance might force you to back out; however, please make every effort possible to find another representative to attend. We advertise the exhibitors that attend each event. It is unfortunate for employees to arrive at a health fair looking for a specific exhibitor that is not there.

Please give at least **TWO WEEKS NOTICE** if you are not able to make an event. It is not acceptable to contact us the day before and tell us that you won't be able to make it. Two weeks gives us enough time to find a replacement to represent your category of business.

CALL if you are going to be late or if an unforeseeable circumstance forces you to cancel. Our event managers carry cell phones with them at all times. Their numbers are listed on the hot sheets that you receive two weeks prior to each event. You must communicate with us so that we can communicate with the corporation!

While at the event...

NO HARD SALES TACTICS. Alanola Health Services makes sure that corporations understand that exhibitors attend events because they are interested in the exposure to the employees. However, please promote your services through education and not sales.

NO SALES or TRANSACTIONS at any event. You may collect information from those employees willing to share it, and set appointments for those employees who request to do so. However, do not make any transactions onsite. **NO** money can change hands while at an event.

STAY AT YOUR TABLE. Please remain by your table for the duration of the event. It is unprofessional to be roaming the room, or talking with other exhibitors while

employees are still at the event. If you must leave your table to use the restroom or for some other unavoidable reason, please be quick and never leave at the same time as another employee at your table.

BE ATTENTIVE. STAY OFF YOUR CELL PHONE. When employees are in the room, please be ready to speak with them. Please avoid talking on cell phones, reading books, working cross word puzzles, etc, while at your table. If you must make a cell phone call during the event, step out of site and return as soon as possible. Do not make unnecessary cell phone calls and keep your phone on silent and/or vibrate during the event.

DO NOT PARTICIPATE IN SCREENINGS or activities offered by the other exhibitors. This includes massages, blood screenings, or any games or free-bees offered by exhibitors. These items and activities are provided for the employees and are sometimes paid for by the corporation. It is unprofessional to take advantages of these services while employees are waiting for them.

DRESS APPROPRIATELY. We understand that different types of businesses require different outfits. However, please be conservative when going onsite to a corporate health fair or seminar. Please button shirts to the top. Wear shirts with modest neck lines and that cover your shoulders and down through your waistline. Pants and skirts should come below the knees. Please do not wear shorts, tank tops, or muscle shirts.

FOLLOW THE RULES OF THE HOST CORPORATION. Please abide by all rules set forth by the host company of an event. This includes but is not limited to rules regarding parking, unloading, check-in, solicitation, restricted areas, and wearing visitor badges. Exhibitors will be informed of such rules via the hot sheets sent out two weeks prior to each event and by the event managers at the events.

We appreciate your efforts in keeping our image healthy!

Sincerely,



Marketing Director
Alanola Health Fairs, LLC
703.709.1002