

# First Time Trade Show?

*What you need to know to get you through the show!*

## Dress Code

Purple V t-shirt (Marissa will be reaching out to you to confirm your size) with jeans, slacks, or a skirt (no rips, holes, joggers, or sweatpants).

Closed-toed shoes - most people wear sneakers.

It does tend to get cold on most show floors so if you don't have a VT pullover we recommend bringing a cardigan or blazer/jacket something to wear over your t-shirt.

**\*Dress Code for Customer Appreciation - Casual, same pants policy as show floor**

**\*This may vary depending on the show. If there is something specific to wear based on a theme we'll reach out beforehand to coordinate.\***

## Travel

You will book your flights and hotel through [Melon](#) using your corporate RAMP card. If you have not received your RAMP card just let us know and we will book for you.

## Expenses

You will make a copy of the below expense report for food, transportation, checked baggage, etc. You'll send it to your manager for reimbursement approval.

 Blank Expense Report

During a company-related trip, you are entitled to reimbursement for breakfast, lunch, and dinner expenses at a rate of \$65 per full travel day. A trip is defined as “home airport to home airport”. If you do not travel the full day, or a meal is covered during a company-sponsored event (ex: team dinner), your expense reimbursement should be reduced based on the following:

Breakfast: \$15 per day assuming your travel day began before 10 am

Lunch: \$20 per day assuming your travel day began before 1 pm

Dinner: \$30 per day assuming your travel day began before 5 pm

Receipts are not required for reimbursement. When you submit for reimbursement you should list each travel day individually and include a note to clarify if you are claiming less than the \$65 daily rate. Example: the company hosted a team dinner, so you are claiming only \$35 for that day. You would list per diem of \$35 and a note for a “company-paid dinner”. This helps ensure you are reimbursed for all company-related incurred expenses appropriately.

Expenses must be submitted within 30 days of the related trip; if you miss submitting your reimbursement please speak with the Accounting department for a special exception. The company will process expense reports for reimbursement within 10 days of manager approval.

### **What will you do in the booth?**

On the first day, everyone helps set up. Expect set up to take anywhere from 1 to 3 hrs depending on the show, but the takeaway is everyone helps.

### **Bringing customers or potential customers into the booth!**

The goal is to talk to as many decision-makers as possible (Tech Directors/Principles/etc..) We love teachers but the goal is to put cases and flyers in the hands of people that can give the ok to purchase. Of course, you want to talk and be cordial to everyone but don't jump into your spiel until you know the role of the person you are talking to.

### **Shows Over**

Same as set up, everyone helps with tearing down and packing up. Then, everyone heads to the airport.