



MISSION TOMORROW

MISSION TOMORROW: EXHIBITOR GUIDEBOOK

A go-to guide for Sponsors & Exhibitors



About Mission Tomorrow

Mission Tomorrow is the largest interactive career exploration event for eighth graders in the RVA region. Through interactive activities and engagement with employers, students will explore career interests and in-demand jobs from 100+ businesses and organizations.

In order to build the pipeline of the future, the business community must be involved. Thank you for being a part of this important workforce development initiative.

Below you'll see helpful information for you to review and use as a resource as you plan for the event.

Important Dates

Exhibitor Set-up: Monday, October 9, 2:00 pm - 6:00 pm

Student Event Days: Tuesday, October 10, Wednesday, October 11, Thursday, October 12, 2023

Event Time: 8:45 am - 2:00 pm (specific time will be provided 1-2 weeks prior to event)

Evening Session: Tuesday, October 10, 5:00 pm - 7:00 pm

Exhibitor Breakdown: Thursday, October 12, 2:30 pm - 6:00 pm

Amenities

Sponsors & Exhibitors receive the following complimentary:

- Exhibit/booth space (minimum size is 10'x10') - Need more? Let us know as soon as possible
- One (1) six foot table* which will be topped and skirted
- Two folding chairs*
- Electric - Complimentary
- WIFI - Complimentary

*If you need additional tables, carpet or chairs contact Exhibits, Inc. at info@xhibitsinc.com. Please know you are welcome to bring your own additional table(s), chairs, carpet remnant(s), etc. for your exhibit/booth space.

Any ancillary needs beyond those listed above must be ordered through the Richmond Raceway and/or Exhibits, Inc.

Exhibitor Project Plan

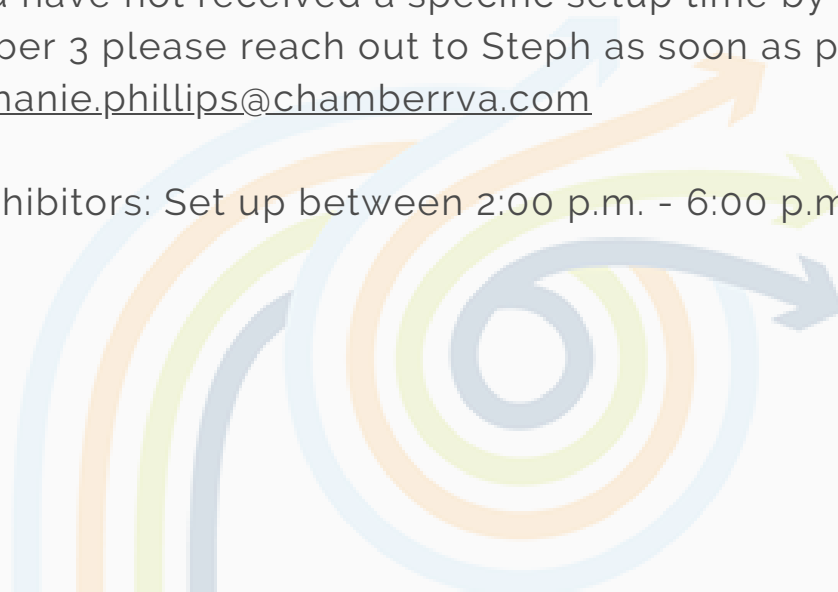
- ☐ Identify your team members who will staff exhibitor booth. Provide names to Steph Phillips.
- ☐ Provide number of team members present at your booth at lunchtime for each of the three days (11:30 a.m. - 1:30 p.m.) to Steph Phillips at Stephanie.Phillips@ChamberRVA.com.
- ☐ Large Equipment or Vehicle - provide specific plan including dimensions to Steph Phillips **no later than close of business Wednesday, September 6**. This information will determine your setup time on Monday, October 9.
 - Please adhere to the following policy:
 - No more than $\frac{1}{4}$ tank of gas is allowed in the vehicle/equipment.
 - Once the vehicle/equipment is in position you **MUST** unhook the battery cables and secure the gas cap with tape.
 - Please note these are mandatory regulations via the Fire Marshall.
- ☐ Electric - will be included with your exhibitor space, however, it is **necessary to inform us if you need it and the voltage requested**. Contact Stephanie Phillips at Stephanie.Phillips@ChamberRVA.com or (804) 783-9350.
- ☐ Marketing Campaign:
 - Develop marketing plan, leveraging ChamberRVA's social posts to promote your participation in this fun and valuable event.
 - Volunteer opportunities - promote within your organization for volunteer recruitment.
 - Contact Maribeth Conrad at maribeth.conrad@chamberrva.com for more information.



Exhibitor Setup Day - Monday, October 9

2:00 PM - 6:00 PM

- Please enter the Richmond Raceway via the Service Gate (see links page for link to map). Please DO NOT enter the main entrance of the Richmond Raceway complex.
 - Once through the service gate, drive straight to the rear of the exhibition halls on your right.
 - Stop at the rear of the last exhibition hall on your right (largest building).
 - Check-in at 2nd red arrow indicated on map. After check-in, unload and move your car to the exhibitor parking area (also noted on the map)
 - Volunteers will be on hand to assist you. We encourage you to bring carts, dollies, etc. to assist with your items.
- Exhibitors are assigned to a booth/exhibit space based on their business industry type and career cluster. The space is divided into six (6) zones with each zone featuring MULTIPLE booths/exhibitors (15+)
- Large equipment and/or vehicle setup:
 - Delivered Monday, October 9
 - A specific arrival and setup time will be provided prior.
 - If you have not received a specific setup time by Tuesday, October 3 please reach out to Steph as soon as possible – Stephanie.phillips@chamberrva.com
- Other exhibitors: Set up between 2:00 p.m. - 6:00 p.m.



Event Days - October 10, 11 & 12

8:45 AM - 2:00 PM | 5:00 PM - 7:00 PM (October 10 ONLY)

- Plan to have your exhibit booth staffed from 8:45 a.m. to 2:00 p.m. on:
 - October 10 (evening session 5:00 p.m. - 7:00 p.m.)
 - October 11,
 - October 12.
 - Your exact arrival and departure times will depend on the zone you are assigned to and will be communicated 1-2 weeks prior to the event.
- Students will enter in groups of approximately 350; groups generally are composed of a single school but multiple smaller schools may be combined. Some schools may be split in two.
 - Each ZONE has multiple booths/exhibitors so students will be staggered.
 - Students will arrive to **Zone 1** first and will spend 15 minutes in this zone before moving into **Zone 2**.
 - Students will progress through all six zones spending 15 minutes in each.
 - Once the last group of students has exited YOUR ZONE, you are free to leave.
- Throughout the entire event please look for anyone wearing a Mission Tomorrow T-Shirt for assistance.
- An EMT will be onsite, located at the information desk in the front lobby of the Main Exhibition Hall (largest building).

Tuesday, October 10, 5:00 p.m. - 7:00 p.m.

Evening session for middle and high school students and families, highlighting work-based learning programs.

Important Resources

Richmond Raceway site map:

<https://www.chamberrva.com/wp-content/uploads/2019/07/Exhibitor-and-Volunteer-Parking-Map.pdf>

Exhibits, Inc. order form:

If you need additional tables, carpet or chairs contact Exhibits, Inc. at info@xhibitsinc.com. Please know that you are welcome to bring any additional table(s), chairs, carpet remnant(s), etc. for your exhibit/booth space.

For more information or any questions, please contact:

stephanie.phillips@chamberrva.com

john.easter@chamberrva.com

