



PRIME is the ultimate Montserrat marketplace for all products produced in Montserrat. It provides the exposure for business owners to build on your customer base, but also to network with other entrepreneurs and business owners to create needed synergies. PRIME provides you the opportunity to increase your sales revenue and demonstrate the functionalities of your products. PRIME is organised by the Montserrat Arts Council and the Trade and Quality Infrastructure Division.

Here is our comprehensive guide to assist you to cover the critical areas for a successful Expo: -

SET UP AND BREAK DOWN

- All exhibitors will be issued with a station and booth number prior to the day of the event. There will be no changes to the allocated positions after the event has been declared open.
- The Montserrat Cultural Centre (MCC) will be open from 6am on the morning of Friday, 23rd July, 2021. All exhibitors are encouraged to complete set up by 8am of the 23rd.
- The opening session will start promptly at 9am. A programme of the opening will be provided to exhibitors.

BOOTH REQUIREMENTS

- Determine all of your booth requirements prior to the day of the event in order to reduce any delays on the day of set up.
- Each station will be adorned with tablecloths and signage displaying your business name
- Keep your booth area tidy at all times.
- Persons are encouraged to layout products strategically to encourage greater visibility of product items.

PRODUCTS AND INVENTORY

- Ensure that pre-packaged goods are appropriately packaged and labelled.
- Document the number of products brought for display and those for sale.
- Ensure that you walk with sufficient cash on hand if you expect to be engaging in trade during the two days of the Expo.
- Please confirm the price of all products prior to the time of the Expo.

- Should you choose to provide any promotional offers on the Expo days, you are encouraged to have signage to that effect.
- Exhibitors are also encouraged to walk with stationery to record orders by customers as necessary. This can be left at the booth for persons to record an interest by a customer if the exhibitor happens to be away from the station.
- Exhibitors are required to provide packaging [as necessary] for customers who have purchased a product.

MARKETING

- Exhibitors are encouraged to walk with any promotional or marketing material that can be shared with the public.
- Certain aspects of the event will be live-streamed and exhibitors will be given the opportunity to speak about their products. Try to be clear, concise and engaging.
- Be cheerful and approachable to the local consumers.

END OF DAY- 1

Exhibitors who will be stationed at PRIME over the 2-days are required to stock count at the end of Day 1

END OF EXPO AND BREAK DOWN

- Exhibitors will be allowed to remove items up to 2 hours after the end of the Expo.
- All items must be removed on the Saturday evening or can be picked up on the following Monday.
- The MCC is not responsible for items missing so persons are encouraged to remove all items on time.

COVID -19 GUIDANCE

- Please ensure that you abide by the current health guidelines in respect of COVID-19 as instructed by the Ministry of Health.
- There will be sanitizing stations at various points at the EXPO.

FEEDBACK

- Feedback can be provided to the Trade and QI Division or Montserrat Arts Council.

Have a successful PRIME 2021