

Cardinal Cash Fair Guidelines!

Set up: 3:00PM – 5:00PM
Fair Hours: 5:00PM – 6:30PM
Location: SUNY Plattsburgh
Warren Ballrooms - Angell College Center

Why a fair?

We want the 6,000+ students, faculty and staff to know where they can use Cardinal Cash. Join us at the Cardinal Cash Fair so they can get to know you!

Benefits of Attending

- ✓ No charge for this event!
- ✓ Bring your store to potential customers – how sweet it is!
- ✓ Great exposure!
- ✓ Free advertising!

What you can expect

- ✓ Two 6 foot rectangular tables with four chairs (tables are 6' long and 30" wide.)
- ✓ A wall may not be available for you to post signs, etc. Please prepare to bring your own display racks, easels, or free standing signs.
- ✓ Table locations will be assigned based on space and electrical needs and are subject to change.
- ✓ There will be someone to greet you upon arrival, but all tables will be clearly marked with your business name.
- ✓ We will have balloons at every other table to help create a festive atmosphere. You are encouraged to bring festive and colorful decorations, but please dispose in receptacles provided or take out what you bring in.
- ✓ Pre-registration is required. Registering at the door is not an option.
- ✓ Release Agreement is required.

Table Activities Definition

These table activities definitions have been put in place to ensure a festive atmosphere, to attract more students to this annual event, thereby increasing your business' exposure to the campus community.

TABLING GUIDELINES

As a Cardinal Cash Merchant program member you are expected to have a table which meets the following criteria:

- All tables should clearly identify your business

- Demonstrate a service or product related to your business.
- Provide a fun, interactive and creative activity, such as; bean bag toss, face painting, mini putt, mini massages, trivia challenge, etc.)
- Offer samples – either at your table or with floor walkers.
- Have prize drawings throughout the fair.

**If you have a drawing and require student contact information you may not use it to contact the students for any other reason. Please use this verbiage on your drawing signs and/or tickets; "It is understood that my contact information will be used for prize winning notification only."*

Please do not...

- ✓ Due to privacy issues, you are not permitted to solicit personal information from students, such as email addresses and other contact information (**see above*).
- ✓ You are not permitted to conduct surveys of any kind.
- ✓ Cardinal Cash Program members are not permitted to sell items on campus; this includes chances to enter a drawing.

P.S. Take advantage of this FREE opportunity to boost your Cardinal Cash sales!

