



Welcome and thank you for joining us at the Self Care Fair. We truly appreciate your participation and look forward to sharing the success of this event with you. Following are details that we trust will be helpful.

Schedule:

Friday September 22:

5:00–8:00 pm set up time for your booth / table

Saturday September 23:

7:00 am event registration

8:00 am event opens

6:00 pm last classes finish and tear down begins

Note: this year our Special Student Track curriculum invites students to visit Vendors and Demo areas from 4:00–6:00 pm, thus we ask you to keep your area open until the end.

Arrival and Unloading:

See attached campus map and entrance photo; driving directions are at the end of this email.

As you approach the college on S. 240th Street, drive past the bus entrances until you reach the main parking lot on your right, designated with a red and white sign, surrounded by smaller “Entrance” signs.

This location is best for unloading as it has the most direct sidewalk access to main Student Union Building #8—where exhibits and demonstrations will take place.

We will have helpers waiting in the parking lot to assist you in unloading and carrying your materials, however anything “on wheels” (or if you can bring a small dolly or hand-truck) will be helpful.

Setting Up:

Your booth or table must be set up Friday evening between 5:00 and 8:00 pm.

All Exhibits and Demonstrations will be held in Building 8 – The Main Student Union. All additional classes will be in Building 2, 21, 22 and 7. (See attached campus map for orientation).

Upon arrival inside, look for a sign displaying your company name on your table or booth area. Please do not swap or move to a different location.

- Demonstrations will be inside the Mt. Constance/Mt. Olympus rooms of Building 8 and will each have a roughly 10x10 space (the Ashiatsu demonstration will have a larger area to accommodate their equipment).
- Vendors who contracted for 10’x10’ spaces will also be in the Mt. Constance/Mt. Olympus rooms (Demonstration Areas).
- Vendors who purchased tabletop exhibit space will be located around the perimeter of the adjoining Mt. Townsend main banquet hall.

All Vendors and Demonstrators will be provided with:

- One 5-foot table (no other table sizes are available). If you need another, just ask.
- One white tablecloth (optional for you to use)
- One chair

If you need additional chairs, and/or if you are using a massage table and prefer to omit the 5-foot table, let us know your needs in advance.

None of the spaces will be pipe and draped to allow maximum flexibility.

All spaces have power outlets along the walls; please bring your own power strip and extension cord. Cords cannot be run across traffic areas and doorways.

If you plan to hang anything on the walls behind you, please use Command Strips (not tape). Freestanding banners are fine.

Internet access will be available free of charge. We will provide the password on the morning of the event.

Suggestions and Ideas for Your Space:

We are trying to have only a few rules so you can be creative in how you will interact with our guests—we want them to engage with you.

Consider hooking up a laptop with a PowerPoint presentation showing examples, doing a contest, or providing some sort of interactive display that keeps visitors engaged as you talk to others.

Offer cool prizes, giveaways, or product samples to put in their bags (we are expecting around 500 attendees).

Be sure to bring plenty of brochures for future classes or about your products.

Keep in mind that we will have clinic owners, managers, and front desk associates coming as well as therapists and estheticians. These “other staff” are the front line: they are the ones who sell your products and services on behalf of our therapists and “esties” and really want to know the benefits of what you offer. The Self Care Fair is an amazing opportunity to share the best your company has to offer with them.

We also have invited students in school or who have graduated in the last two years. Further, we are encouraging the schools to use the event as a recruiting tool and to bring guests who are thinking about going to massage school. We want them to experience a day in the business. Be prepared: they could ask anything!

Advance Shipping:

If you are sending products or equipment for the event, please tag your box(es) Self Care Fair/Your name and Company name/Box 1 of xx, and ship to:

Massage Envy Shoreline
20124 Ballinger Way NE
Shoreline WA 98155

If you are sending items for attendee Gift Bags, they must arrive no later than Friday, September 8.

If you are sending display and demonstration items, we are happy to coordinate delivery of your items to the college, however your items must arrive no later than Wednesday, September 20.

We will bring everything to the campus by 4:00 pm on Friday September 22.

Note: We cannot be responsible for return shipping. You must handle packing and labeling for any items you wish returned to you and for contacting the shipper.

Lodging:

Several of us are staying at the Sheraton Four Points Hotel:
<http://www.fourpointsseattleairportsouth.com>
22406 Pacific Hwy South in Des Moines, WA 98198
This hotel is 1.5 miles from campus, and offers a free shuttle to/from the airport.
We do not have a block of rooms.

Other hotels in the vicinity include:
<https://www.expedia.com/Highline-Community-College-Hotels.0-l6241301-0.Travel-Guide-Filter-Hotels>

Location and Directions:

Highline College
2400 S. 240th Street
Des Moines, WA 98198

9.8 miles by freeway from SeaTac airport. Click this link for a campus map.

Directions From I-5:

Traveling Southbound: take exit 149
Traveling Northbound: take exit 149B

- After taking the exit, proceed west on WA-516W/Kent Des Moines Rd. until you get to Pacific Way South.
- Turn left (south) on Pacific Highway South.
- Turn right (west) on S. 240th Street.

Again, welcome in advance and we look forward to sharing this exciting time with us. Should you have further questions or concerns, please don't hesitate to contact one of us.

Sincerely,

Bud Green
Self Care Fair Exhibit Coordinator
Seattle, Washington
C: (206) 920-0171
bgreen@massageenvy.com

Lillian Anderson
Self Care Fair Chairman
Seattle, Washington
C: (425) 478-2405
lillian.anderson@massageenvy.com

