

Guide for Listening Post Business Coaches - part of the Maine Agricultural Trades Show Listening Post



This guide is for service providers volunteering to (hand out materials) as part of the ATS Listening Post

The Listening Post, located near the lobby, is a can't-miss place to visit for helpful information during the show. It includes three features: Business advising, noontime Meet & Greet discussions, and the Hospitality Suite.

Before the show

- [Please go to the participant services](#) section the webpage for guides, maps, set up/tear down info, etc.
- Please view the interactive map and participant directory on [the show webpage](#) before January.
- MDACF will contact you to coordinate your final schedule and availability; this information will be added to the online scheduling calendar where show attendees can view the full list of advising services and reserve a timeslot.

Set up – Listening Post Business Coaching

- You should bring your own coaching materials, collateral, notepads, pens, etc.
- Tables are pre-set in the Franklin room; a shared space with all the Listening Post
- We recommend that you bring an extension cord to plug in your technology devices if needed.
- The Franklin room will be available for set up as early as 8:30 AM daily.

Promoting your involvement

- Download optional digital assets from the participant services webpage and share on social media.
- Microsoft Bookings tool – share the link for your services to help encourage reservations.
- The reservation links will be promoted by MDACF before the show to encourage reservations.

Getting to the show – public parking, no registration, no ticket, or entry fee, wi-fi is available

- There is no participant name badge – you are welcome to bring your own to wear.
- The show is open to the public to attend – there is **no entry fee** for attendees or participants.
- Public parking is available on site and shared by participants and attendees.

Help during the show – Technology, wayfinding, Wi-Fi, etc.

- Shared public Wi-Fi is available at the show.
- Please visit the info booth or ask a staff member in the hallway if you need help troubleshooting issues.

Come meet and mingle at the Listening Post!

- Real Maine invites participants and attendees to join each other daily for a meet and greet at 12 PM and throughout the show. Light refreshments offered while different topics of interest are discussed.
- There is some tabling space in the adjacent Cumberland Room for you to offer promotional literature to attendees. This is a shared area and not part of the primary exhibit displays at the show.

Future shows – Bookmark the show webpage for key dates and forms