

Using Trade Shows as a Tool for Building Your Business

- I. Types of events:
 - A. Trade Shows (expos, home and garden shows, etc.)
 - B. Conventions (business, educational, etc.)
 - C. Health Fairs
 - D. Craft Fairs
 - E. Work-At-Home Job Fairs
- II. All events are not created equal! Do your due diligence. Know what questions to ask when deciding whether an event is right for you.
 - A. What is the average attendance?
 - 1. The higher the attendance, the more help you will need.
 - 2. You will NOT see everyone who comes in the door.
 - B. What is the targeted demographic?
 - 1. Average age, gender of attendees, if known
 - 2. City(s) targeted in advertising the event
 - C. What advertising has or is being done?
 - 1. Seek references from other vendors
 - 2. Do you know anyone in the area? Have they seen or heard the ads?
 - D. Is the event facility easily accessible and noted for successful events?
 - 1. Parking: Free? Paid?
 - 2. If paid, is parking discounted for vendors?
 - E. What is the booth size?
 - 1. Standard booth size is 10 ft. x 10 ft., although some begin at 5 ft. x 10 ft.
 - 2. If your exhibit requires more room, you may request additional side-by-side spaces. Fee for booth rental will be based on size.
 - F. What is the cost of the booth?
 - 1. Booth costs range from FREE to more than \$2,000 - \$3,000, depending on the event, the demographic and the sponsor.
 - 2. Corner booths cost more, but may be worth the extra expense for the exposure you get.
 - G. What is included in the cost of the booth?
 - 1. Table?
 - 2. Waste basket?
 - 3. 8 foot back drop?
 - 4. 3 foot side curtains?
 - 5. Floor covering?
 - 6. Utilities? (Electricity, phone modem, etc.)
 - H. What are the exhibit hours?
 - 1. Events may range from 4 hours to 4 days or longer.

2. Most expos are 3 – 4 day events, with exhibits open 8 – 12 hours/day.
 3. Set-up is usually the day before the event begins, or, for afternoon or evening events, may be the morning of.
 4. All show sponsors have strict rules about breaking down at show's end. Exhibitors who break down and leave early are generally not invited back.
- III. What product(s) will you feature?
- A. Consider featuring only one or two products at an expo.
 1. One that gives immediate results.
 2. One easily and cost-effectively demonstrated.
 - B. Featuring more than one product may dilute your focus and could reduce sales. If multiple products are offered, people cannot decide where to spend their allotted dollars, so they may avoid a decision altogether.
 - C. Have enough product on hand so people can take it with them. People who attend these events usually come with a predetermined amount to spend and often go for "impulse" buys. If you do not have your product on hand, they will take their dollars to another booth for their "second choice".
- IV. What will you need to set up your booth?
- A. Basic needs for any booth:
 1. Product, labeled with your contact information
 2. Brochures/flyers, labeled with your contact information
 3. Booth merchandising
 - a. Covered table(s). Recommend positioning table(s) at the back or sides of the booth to allow people to come *into* your "store".
 - b. Product display (consider using empty containers to prevent theft).
 - c. Large banner advertising your product.
 - d. Plants/greenery. Keep it simple, tasteful.
 4. Floor covering. Recommended: Interlocking anti-fatigue mats. These can be purchased at discount retailers and office supply stores. They are usually available in 4 packs of 2 ft. x 2 ft. squares. A 10 ft. x 10 ft. booth will require 25 squares.
 5. Table covering, if not provided. Recommend cloth cover. Plastic table skirts are available from party supply stores and allow storage of supplies, etc., under the table. Skirt may be pinned to the table cloth.
 6. Waste basket. A folding mesh laundry hamper, available at most discount stores, works well. It folds flat for easy transport/storage.
 7. Plastic rolling drawers for storing product, brochures, extra business cards, supplies, etc.

8. Business cards.
 9. Business prospect information packets.
 10. Fishbowl and registration slips if using a giveaway as a “draw”. **NOTE: Do NOT give away what you are selling!** The lottery mentality says, “I won’t buy this because I might win it.” Consider securing a gift certificate from a local restaurant for dinner-for-two. Many restaurants will donate meals in return for the FREE advertising, especially at larger, well-known events. Requests must usually be submitted in writing on official letterhead so the restaurant will have it for tax records.
 11. Change for \$100.
 12. Receipt book; credit card slips.
 13. Fanny pack for money and receipt security.
- B. Special needs for *YouNique Nature’s FaceLift* product:
1. Paper towels. Recommend higher quality white paper towels with some “rag” in them. Remove from roll, fold in half and stack on top of rolling drawers, ready for use.
 2. Spray water bottle(s). This may be purchased from the garden section of discount stores.
 3. Demo tube of product. Each Distributor provides his/her own.
 4. Optional: Lab jacket with iron-on or embroidered letters:

Nature’s FaceLift
Instant Results!
 5. Enlargements of before and after pictures mounted on the table or easels.
 6. Your own before-and-after picture.
- V. Booth Etiquette
- A. Each Distributor who participates is responsible for an equal share of the expense of the booth and amenities.
 - B. Since a large percentage of sales are by credit/debit cards, it is each Distributor’s responsibility to be able to accept and process his/her own card sales.
 - C. Each Distributor is responsible for bringing his/her own product to sell.
 - D. When several Distributors are working a booth, simple courtesy and ethical behaviors are a MUST. To insure fair distribution of contacts and potential sales, each distributor should be prepared to rotate positions within the booth.
 - E. When a potential customer has had product demonstrated or has sampled a product and returns to the booth, that prospect should be referred to the original Distributor who gave the product information. If the Distributor is busy with someone else and you opt to assist the prospect, the sale still goes to the original Distributor who initiated the contact and gave the product info.

- F. If applicable: Following the drawing for the booth give-away, each Distributor should remove his/her known customers/business leads from the fish bowl. The remaining unclaimed leads should be divided evenly among all booth participants.
- VI. Tips
- A. Keep your booth neat and orderly at all times. Avoid eating in the booth.
 - B. NEVER position yourself behind a table or display. Doing so sends a subtle, negative message... “Not accessible... not friendly... not approachable...”
 - C. Place brochures in the hands of passing event attendees. Offer FREE demonstrations.
 - D. Relate your personal testimony or testimony of others in the booth.
 - E. Keep product information to a minimum. Your goal in this setting is *not* to educate, but to motivate!
 - F. You MUST go through numbers! You will meet some wonderful people at these events, but it is important that you avoid lengthy discussions or visits with attendees. Trade shows and product demonstrations are labor-intensive and require your focused attention.
 - G. Close the sale. “Would you like to take some home with you today?” OR, “Would you like a 30 or 90 day supply?” OR, “Would you like to put this on your credit card?”
NOTE: Market *YouNique Nature’s FaceLift* as a 90-day program; i.e., a tube a month for 3 months, then, maintenance as desired.
 - H. Network with other vendors during slow times. You may learn of other shows in your area. You may also find a new Distributor among vendors who is looking for a new hot product to add to their business.
- VII. Follow-up: Remember, follow-up is more important than the initial contact!