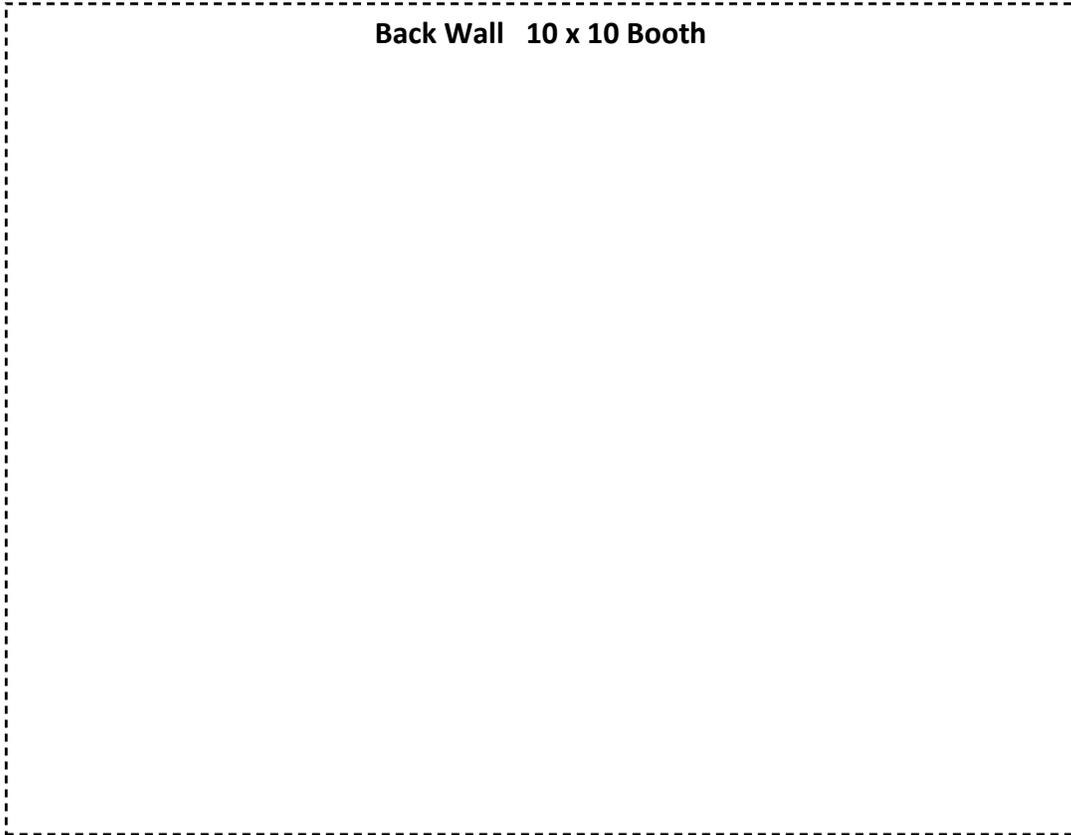


**Back Wall 10 x 10 Booth**



**AISLE**



**TRADE SHOWS CAN MAKE OR BREAK  
YOUR BUSINESS IN SO MANY WAYS:**

- 1.
- 2.
- 3.
- 4.

**TOP DISPLAY PRODUCTS**

- 1.
- 2.
- 3.
- 4.
- 5.

**HUGEST Mistake Vendors make:**

**BIG JUICY TIP:**

Yes! My Northeast Team of Directors still do them all the time. If it us a new consultant you want to help, go with them! I don't do a specific traing, rather just "on the job" training. We also have a raffle for "a FEW (not one) Free Cooking Shows". That enables us to call EVERY door prize slip. Then we do have a training (can do as a booking blitz with the Fair participants) as to what to say when calling. Once the consultants know how to do one, you don't have to go to them. I pay a fair portion of the fee. That is my investment in tgeir business.

We do them...some of my directors strive to have at least one event per month for her team

## **4 SIMPLE PROCESSES TO MAKING THE TRADESHOW WORTH YOUR TIME!**

1. Find the shows
2. Before the show - things to do to maximize the value of your time
3. During the show - get the most value for the space you're in, with the people around you
4. After the show - make it a business builder, worth our time and money

When you are at a Tradeshow - you are in a Target audience.  
For instance, Bridal Trade shows  
When you get good at doing tradeshow you're right where you want to be.

Book: ***The Rise from Zero to Hero in 90 Days*** by Miranda Larsen

#### BOOTHS AND TRADE SHOWS CAN MAKE OR BREAK YOUR BUSINESS IN SO MANY WAYS

- Builds your Customer base
- Builds your team
- Builds your Brand –
- Builds yourself as the Go-To expert [in the area](#). So people put our products together with your name.

#### **Do you go back and forth about whether you should do a tradeshow?**

Worry about spending the money for it? If you follow this formula, you'll profit for sure and you'll figure out which fair booths to run to and which to run away from !

#### **4 SIMPLE PROCESSES TO MAKING THE TRADESHOW WORTH YOUR TIME!**

1. Find the shows
2. Before the show - things to do to maximize the value of your time
3. During the show - get the most value for the space you're in, with the people around you
4. After the show - make it a business builder, worth our time and money

#### **1. FIND THE TRADE SHOWS -**

**Use the internet** - type in Local Trade shows in your area  
and in some of the nearby cities

**Local Event Calendars** - Parks and Rec, On line public events  
Local festivals, Ethnic Festivals "Taste Of.."  
Chambers, Other networking Groups,  
Local Clubs, Associations - Lions Club, etc

**Trade Show magazines** - in back of magazine usually - Bridal showers? - Bride Mags!

**Local Visitors Bureaus** - usually in the same office as the Chambers

#### **2. FOUND A BOOTH? ASK THE FOLLOWING QUESTIONS:**

1. How much foot traffic goes through?
2. What time is open to the public? 1 day, several days, a few hours?
3. Do we have to tear down each night?
4. Do we get a copy of the list of attendees ( They all have ADHD there and may not even notice you there)
5. Who is the target Market for the show?
6. What is the cost to be a vendor?
7. Do they want to share in any sales or donate something?

**Other questions:** Electricity, Booth size, Location, Set UP, Clean Up, Cost ( have to know if this is cost effective for you) You have to know WHY you are doing this.

*Les: I never do a booth with the thought of selling products there - just getting bookings and recruits.*

## **2. BEFORE THE SHOW ACTION STEPS**

Before signing - READ The contract - not everything is in the contract, you have to ask.

What if they cancel or don't follow through?

What if people promised don't show up?

Know what is provided and what you need to bring

Marketing - you need to know

Who is in Charge of marketing?

How are they doing the marketing?

Do they want to put a widget link to your website?

Where/When is this happening

Are you responsible for the marketing?

## **3. The BOOTH ITSELF:**

Create a layout of the booth - draw square space and layout your booth

Make a list of items needed for the booth

Paperwork tote, cards, magazine,

Have a good storage, tote **system** with plastic totes.

PUT YOUR TABLE IN THE BACK, NOT AT THE FRONT OF THE BOOTH - at the front, you're stopping them from coming in. It pulls them into your booth and your world.

When they're in the aisle, they're distracted by other people walking by and talking.

If you have a lot of people working the booth, have some out reminding people to stop by

Don't have everyone in the booth

Think Auctions, Raffles items to donate.

Networking - with other vendors

**LESS IS MORE** - people are ADHD at trade shows, give them a peaceful oasis for a minute

**don't have your booth crowded and cluttered with product**

**INVITE THEM INTO YOUR BOOTH** – you'll have their attention and you won't if they're standing

**in the aisle. Try to have all 5 senses, not just sight involved. You'll create a small oasis**

**in the chaos of the fair. Display table in the back or side of the booth**

### **KEEP A VERY SIMPLE DISPLAY**

Think about what of your products you saw and noticed FIRST - the first one or two right?

Then you saw other products but you started with one or two things. DON'T 'THROW UP" INFO AND PRODUCTS ON PEOPLE.

Pick one or two of your favorite products, show that and eventually they'll

find

out about all the other products.

Try to do a product that has a romantic side

### **THE BIGGEST MISTAKE MADE AT A TRADESHOW - an unmarked booth!**

We have 5 seconds to draw a person into your booth. If you don't mark your booth people won't stop and ask who you are. IF you're at a mall and a store isn't well marked, are you going to go in?

SET UP - it shouldn't take you more than an hour to set up - ever!

### **CONNECTING WITH YOUR GUESTS**

### **DOING THE BOOTH WITH OTHER CONSULTANTS:**

Have a system and agreement set up

Create a buzz around your booth - not a buzz kill!

#### **4. THE FORTUNE IS IN THE FOLLOW UP**

The most critical moment of doing a Tradeshow: AFTER THE SHOW!

Up to 7 DAYS after is absolutely critical - if you do all the work, this is the most important part.

7 days: Put time for these in calendar!

Day 1 - take it off! Relax, Recuperate, Rejuvenate

Day 2 - 4 - Follow up Phone calls - block off 1 or 2 hours a day, 30 Minute blocks/ 10 people blocks. Phone call is short and sweet - 5 minutes!

Phone call #1 - If they want to nail down party date:

Phone call #2 - People who want to do Networking & Strategic alliances

Ask them if this is a good time to talk for about 2 minutes.

Set up a time later to get together if they're interested in business

DO NOT, ON THE FIRST CALL, BLOW RIGHT INTO YOUR SALES PITCH! Make them feel comfortable and that you really care about them.

Day 5 - 7 - Meet w/ people, follow up calls with people

If you make any sales, make a profit and loss sheet

90% of sales are completed because you followed up with someone - up

to 12 times!! If people wanted more info and you don't give it to them might as well not have done the show.

#### **EMAILS ARE NOT EFFECTIVE – PHONE CALLS ARE PERSONAL!**

How to call them, what to say?: *This is \_\_\_\_\_, I just met you at the orange festival on Saturday, and I was giving out chocolates....you had those 2 cute little boys with you, right? (you made notes) I don't know if you have any time right now? I know you might be interested in a party love to chat with you about that when you have a minute? We'll talk for about 5 minutes maybe 10 tops. Would now work?*

**The minute you say who you are, they expect you to go into your sales pitch and they are figuring out how they can say no. So take them off their guard and be very laid back. Once you've done a couple of these, that 500 pound phone becomes light as a feather.**

Create Profit & Loss list, and lists of people you met. Sally might meet you today and not buy anything but 5 months down the road might buy a ton of products.

#### **WHAT IS THE BIGGEST JUICY SECRET TO DOING TRADE SHOWS?? Get really chummy with**

**the organizer**, put yourself in their shows, even if they're grumpy. Be super nice to them. Most people are demanding their time and pulling at them. Don't be ultra demanding, see if you can help them and be patient with them.

#### **PICK ONE OR TWO TRADESHOWS A MONTH, BE SELECTIVE ABOUT WHICH SHOWS YOU DO.**

**There are tradeshows for everyone.**

**Etiquette:** If you are doing a shift at a trade show and it's not your turn yet, DO NOT hang around the booth or make conversation with people going into the booth. Or try to hustle up business for yourself out and about the aisles. Remember to treat your coworkers the way THEY want to be treated.

Yes! My Northeast Team of Directors still do them all the time. If it us a new consultant you want to help, go with them! I don't do a specific traing, rather just "on the job" training. We also have a raffle for "a FEW (not one) Free Cooking Shows". That enables us to call EVERY door prize slip. Then we do have a training (can do as a booking blitz with the Fair participants) as to what to say when calling. Once the consultants know how to do one, you don't have to go to them. I pay a fair portion of the fee. That is my investment in tgeir business.

We do them...some of my directors strive to have at least one event per month for her team