

Booth Display Tips

At a show or exhibit your booth is the first thing customers see. Here are some tips to help you get noticed.

1) **What are your 3 top selling products?**

Showcase these in the center of your table

2) **How do you package and market your products?**

Is your packaging "professional" looking, well designed and not overdone? Have you advertised where you will be so people can find you? Is your booth well marked so, people know who you are?

3) **Do you understand the importance of the appearance of your products?**

Whether you are going to a community market or an international tradeshow - the importance you place on the appearance of your products tells the world what you think about your business.

4) **Your table**

A nice tablecloth can set the theme for your table! Boxes, crates and baskets can keep products organized. Make sure they look clean and professional. Not like used cardboard boxes that you had laying around.

5) **Do a dress rehearsal before you ever get to the show.**

Set-up your table and create your version of a perfect booth long before you ever plan to leave for the show. Once you have your table exactly as you want it, take pictures so you can refer back to them when you get to the show. This will make set-up much quicker once you get there.

SHOW TIPS

a) **Do NOT Sit Down** in your booth, read a book and expect people to flock to you! You can sit when there is no traffic but, stand whenever people are around the area. It's up to you to attract them. Not by force!... but by offering a FREE sample of one of your products at your booth. People love to get something for nothing and this will give you a chance to tell them about your wonderful products!

b) **Dress Nice...** businesslike and appropriate for the occasion! If it is a Christmas show - wear something Christmasy. Be flashy! It catches the eye much quicker than solid colors!

c) **Create a Theme** for your booth and showcase your best and most profitable product. Shows are expensive and time consuming. You have one or two days to make back your money and time investment and hopefully gain a lifetime customer!

d) **Get Each Visitor's Information** - name, address, e-mail, phone number. To obtain this valuable info you must offer a FREE sample as a gift in return for this information. While they fill out their info, tell them all about the wonderful things their free sample does! Then ask if you can follow-up with them for feedback. Not everyone will give their information. That's okay! Don't take it personally. Look at it as their loss and move on to the next customer!

e) **Don't Forget Signs.** This lets people know who you are and what you have to offer. If you are busy talking to another customer, a sign can give information to others who are waiting. **Do NOT Scribble Signs On Cardboard.** A computer can make some very professional looking signs in the WORD program. If you do not have the skills to do this, find someone who can! The price will be well worth it!

f.) And, don't forget a "**Centerpiece**" along the edge of your display table. This can be a fancy basket of emu eggs (setting on a colorful silk scarf along with feathers and a big bow)), a decorated egg shell in a display dome, a stuffed emu (either a mounted chick or a toy), a fresh or silk floral arrangement with emu feathers for a filler, a small (or life size) wooden silhouette of an emu, etc. Anything "emu" to catch the eye of potential customers.

Show Emergency Kit

And don't forget to have a Show Emergency Kit (sometimes referred to as Gang Boxes) available for your trade show display. This self-made kit can contain some or all of the following items:

- **Office Supplies**
 - Business cards, pens, pencils, markers, hi-liters®, a variety of tape from duct to Scotch®, scissors, staplers, hand held paper punch, super glue, glue sticks, paper clips, rubber bands, binder clips, notepads, sales receipts and money box.
- **Tools**
 - Flashlight, screw drivers, pliers, hammer, measuring tape, and most importantly any tools specific to your exhibit, if needed.
- **Misc. Items**
 - Breath mints, Kleenex®, hand sanitizer, small sewing kit, Ziploc® bags, Velcro® (hook and loop), WD-40, batteries.
 - Basic Medicine – Advil®/Tylenol®, allergy medicine, eye drops, and a small first aid kit.
- **Cleaning Supplies**
 - Paper towels, cleaning wipes, adhesive remover, carpet stain remover.
- **Extra Exhibit Part and Pieces (if needed)**
 - Light bulbs, screws, connectors, duct (or duck) tape and double sided carpet tape.

* **Distributor Packet** - In addition, you might also like to have a distributor packet for anyone interested in being a distributor of your products. Your packet could contain:

Letter of introduction – why they would want to be a distributor of your products

Wholesale Application – Including their name, business name, address, phone, retail location

Sales tax exemption certificate form – especially for in state businesses

Wholesale price list

Information on emu oil and other products available for purchase.

Your business card

Samples, if you have them

Why Start Your Kit Now? Waiting will only increase the likelihood you will forget something. Not every item listed above will pertain to your space, but odds are good that many of them do. How many times have you been in a rush finishing up packing items before a show only to arrive and realize that you left your business cards at home? Save yourself the hassle and pack these kits early!

The great thing about these kits is that they are reusable. Once you have created one, all you need to do is maintain the few items that need to be replaced as the supplies get low. Also, keep in mind the size of your show booth space. Larger, commercial booths should have more than one kit available in the space to make sure everything is accessible.
