

Membership 101 - Make Your Booth the Place to Be...

Focus is the community event booth: represents a significant opportunity to enhance brand and product visibility, promote new and existing products, generate leads, and drive incremental sales.

- **Basics**

- ✓ Table, chairs, tent with weight for weather (stakes, water jugs), banners, tablecloths, marketing materials, LOTS of business cards
- ✓ Visual aids of what you do as a business
- ✓ Put table in the back of your booth so people can come in and get shade
- ✓ Have someone be the “personality”; if this is not you then get a friend to engage the guest & pass them onto you for details



- **Eye catching and interactive**

- ✓ Signs need to be big and easy to read
- ✓ Games need to be quick
- ✓ Think color and movement to attract attention
- ✓ Offer goods, offer services, offer sign-ups, offer a call-back, but make it their decision.

- **Budget friendly**

- ✓ Team with another business to share a booth? Manpower is shared and that gives you a chance to visit other booths at the event

- **Family attractive**

- ✓ Make sure if you have something for the kids to do that someone else can talk to the parents and answer questions so you don't lose that opportunity
- ✓ Capture potential customers by
- ✓ Give out a free service or drawing to collect email addresses for your newsletters
- ✓ Make it an information sheet that they drop into a box: name, email and phone #

- **Take-aways?**

- ✓ Select cost-effective giveaways and promotional products that have high-perceived value among your target prospects and complement your company image
- ✓ Ideas: frisbees, tattoos, balloons with logo, beer cozies, calendars, child ID kits, lollipops, note pads, face painting, cotton candy

- **Additional Thoughts**

- ✓ Invite your clients to visit your booth. Market the event that you will already be at – a great way to connect with clients in a different atmosphere.

- **Don't forget**

- ✓ Always have a tent! Gives you a presence, provides cover in any weather!
- ✓ To always have someone in the booth! If you need to take a break, have a friend be the point person for a bit.
- ✓ Be prepared for any weather!
- ✓ Keep coming back – once at an event might not be enough!
- ✓ **HAVE FUN!**