

TRADE SHOW TIPS ...

- Bring all promotional items (samples, business cards, brochures)
- Space is limited (4-6 ft. per display)
- Arrive early to make sure you have all you need (electrical outlets, tape, extension cords etc.)
- Bring your own supplies (computer, tvs, cords, duct tape, safety pins, batteries etc.)
- Make your booth look nice:
 - ✓ A black table cloth will be provided for you
 - ✓ Signs (computer generated are best but hand-painted is fine if done neatly)
 - ✓ Set TVs or computer at eye level (5-6 ft. high) using sturdy boxes or tables (covered with cloths as well). Do not turn up too loud as to disturb other vendors.
 - ✓ If you're hanging samples ... make sure they are big enough to see
 - ✓ Keep your booth neat and professional looking at all times (no food, drink or personal items lying around on or in front of your product display table)
 - ✓ Bring your own CASH FLOAT if you intend to sell your product at the Trade Show
 - ✓ Be prepared with a clipboard and pen to take emails if you have interested parties
 - ✓ Watch your table at all times to prevent your product from possible theft
- Talk to the people milling around – remember your elevator pitch ☺
- Dress appropriately – whether you wear business clothes or a uniform you have chosen
- Always smile and look friendly and inviting to your potential customers