



TIPS FOR A GREAT SHOW

1. Send free tickets via e-mail to your customers, prospects, friends and family. Watch your email in February for your 20 free tickets.
2. Promote your presence at the show in advance. Offer "SHOW ONLY" prices for your product or service.
3. Remember that you are going to be spending long hours on your feet so wear comfortable shoes.
4. Order electrical and carpet, tables, etc. early. You will save money. Check when you arrive to make sure that you have everything that you requested, and bring copies of your order forms with you. See page 9.
5. Be in your booth early. Doors will open promptly at 3 PM on Friday and 10 AM on Saturday and Sunday. Vendors can enter the exhibit hall one hour prior to show opening time.
6. Never leave your exhibit unattended. There will *always* be someone at your booth wanting to buy the moment you walk away.
7. Make your booth inviting. Don't barricade yourself inside.
8. Do not allow your staff to be on their phones, read books or magazines (and don't do it yourself) in your booth. Customers hate to disturb someone happily engrossed in reading.
9. People are more likely to visit you in your booth if you are standing up and looking attentive. Smile and invite them into your booth. Customers don't want to interrupt you if you are all sitting around engrossed in a conversation.
10. Offer service, advice and a friendly face – people always return to places they feel welcome.
11. Have a drawing for a special item – an excellent and easy way to develop a mailing list.
12. Come to the show prepared and bring the following:
 - Hand truck or cart
 - A vacuum for cleaning your carpet at night
 - An extension cord. Your power source is not always where you need it.
 - An electrical power strip
 - Sheets for covering your merchandise at night