



## Tips for a Great Show!

1. Send free tickets via e-mail to your customers, prospects, friends and family. You get 20 free tickets and can buy additional for just \$5 each!
2. Promote your presence at the show in advance. Offer "SHOW ONLY" prices.
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. by February 18. 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.
5. Set up early.
6. Be in your booth early. Doors will open promptly at 10 AM on Saturday and Sunday.
7. Never leave your exhibit unattended. There will *always* be someone at your booth wanting to buy the moment you walk away.
8. Make your booth inviting. Don't barricade yourself inside.
9. 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.
10. 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.
11. Look happy -- even if you're not.
12. Offer service, advice and a friendly face -- people always return to places they feel welcome.
13. Have a drawing for a special item -- an excellent and easy way to develop a mailing list.
14. Come to the show prepared.
  - Bring your own 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.