CALGARY HOME +GARDEN SHOW

February 25 – 28, 2010

Take Note…

Sales & Operation Tips for an Enjoyable Show Experience

• Ensure that you are aware of and adhere to the move-in dates and times. This will keep your move-in on schedule and less stressful.
• Note all show deadlines and ensure that all necessary Service and Order Forms are completed and sent to the Show Management Office on time. This will save you time and money.
• Be a good neighbour by ensuring that your display is set up correctly and does not extend in any way beyond your booth location marked on the floor; make sure that your signage does not face into neighbouring exhibits.
• **Pick-up your exhibitor badges during move-in** and make arrangements to distribute them to your staff before show opening. Staff will not be allowed into the show without badges and prior to the show opening they may encounter long line-ups at the Show Office.
• Ensure that your staff **do not eat, drink or read while staffing your booth**. Do not make visitors feel like they are interrupting you. You and your staff are there to help the visitors.
• Make sure the personnel who staff your booth know your product and your company; use the show to sell and educate visitors awareness of your product.

booth & exhibiting tips
(Summary of information presented by Don Engebretson)
your booth is your bait!
"Some companies use new bait, some use old bait, some use fresh bait, and some use dead bait."

3 second rule
In a glance, your exhibit should tell people three things in three seconds:
 Your company name
 Exactly what it is you do
 At least one benefit of your product or company

boothmanship: what you need to know
So what will make the public come to YOUR booth? Having the right people, with the selling skills endorsing your product that you believe in.
 Attitude: Your sales people need to be at the show and enthusiastic about your products and be knowledgeable.
 Play a proactive role: Make eye contact, start conversations, greet, engage and draw attendees into your booth.
 Aim to send attendee more information immediately after the show.
 Shows are not the place for detailed conversation – only to qualify, get attention and interest.
 Store literature with product and contact information in an accessible place to assist in the selling process, and for attendees for pick up.

tips on booth design
You want your booth to stand out and be as memorable as possible. Here are a few tricks that will help you grab your customer's attention:

Your booth needs to be up-to-date and modern with the times.
 Make sure it's well lit and open, avoid blocking the front entrance with tables, signs etc.
 Easily accessible entrances increases booth traffic up to 25%.
 Ensure your booth reflects your company's brand, image & attitude.
 Ask yourself: Can my customers identify my company name and product within 3 seconds.
 Confirm that all graphics area consistence from literature to signage.

the pre-show meeting
 Reiterate goals to staff – "this is why we are exhibiting and this is what we intend to do."
 Go over scheduling of staff, travel & accommodations, etc.
 Discuss common questions and problems
 Nail down pricing, and be consistent
 Handling leads – decide on location of leads, have data base and mailer ready to go pre-show promotion planning

Did you know that 23% of attendees come to a show because of an exhibitor's direct invitation! Did you remember to purchase the VIP tickets for your clients?
Here are a few pointers to successful pre-show planning:
 Include the event details in all your promotional material prior to the show.
 Generate expectations and excitement; describe products, features, contests and show specials.
 Advertise in the Show Guide or consumer publications.
 Set specific goals for each show that are smart, measurable, attainable, realistic and truthful, i.e. amount of leads to generate, attendees made aware of product, demonstrations made per day.
 Mail out invitations and VIP passes as purchased for that show.
 Use logos and decals in advertisements to reinforce connection of your company and the show.
 Prepare press release and media kit to distribute to editors or press that attend the show.

tips on qualifying attendees
You want to make sure that you are spending your time on the right people; the people that area going to purchase from you either directly at the show or within a few months following. Follow these quick tips and you will notice a difference in the speed at which you can close a sale:
 Establish the visitors' name and position i.e. decision maker, influencer, competitor, supplier etc.
 Location, within selling, distribution area.
 Level of interest/need for your products/services.
 Time and budget restrictions.
 What created the interest/need, what particular problem or opportunity exists.
 Record all information with chosen lead method.

DO CALGARIANS KNOW YOU'RE AT THE SHOW?
Pre-show promotion will help draw qualified homeowners to your booth. Remember to include your booth number in your advertising. We encourage you to use our show logo with your current advertising campaign.* If you use our show logo, we will send you 10 free tickets to the show!

To receive a copy of the Calgary Home and Garden Show logo:
Contact: Sonya Lang
Phone: (403) 253-1177 x 201
Fax: (403) 253-7878
Email: sonyal@marketplaceevents.com

Please indicate what format you require the logo (i.e. jpg, eps, tiff, etc.).

We'd like to see what you have planned. Please email or fax a copy of your advertisements/promotion to sonyal@marketplaceevents.com or (403) 253.7878 prior to use.