

## Tips for a Successful Event Booth

Here are some simple tips to help you plan for success at your booth.

### Know your audience

What type of event is it?

Local community event with a variety of activities or a themed event?

Adjust your marketing materials and merchandise for the “target audience” who will be attending the event.

### Focus on a specific objective

Make a stronger impression and have more impact by knowing what you want out of the event

To meet new customers?

Sell a certain amount of merchandise?

To gain leads for follow up later?

To introduce a new product or service?

### Know the logistics

Confirm the date(s) and hours for the event.

Don't forget to ask about setup hours, too. You'll want to have plenty of time to get everything ready.

Confirm the event location. Is it indoors or outdoors?

Find out about parking. What is the best spot is for bringing in everything you'll need for the event?

Check on how much space you will have. Is it a 10' x 10' booth – or an 8' table?

Know your specific location onsite. Even at a small event, there are usually assigned spots.

What is being provided? Are there tables and chairs? Are the tables skirted? This will help you decide what to take for an effective display.

Is electrical power provided? Is there an extra cost for this?

Are there any permits required? Especially if you are selling food!

### Plan your display and activities

Be sure your display and your activities match your objective. Here are some ideas for you.

Bear in mind the logistics. What can you effectively do in the space available?

Make your display colorful, simple and easy to read to attract people as they walk by.

Hang a banner on the front of your table or plan a display board to sit on the table.

If you have other display items that can stand up behind you, that's great, too.

Hide boxes of extra materials under a skirted table or bring a tablecloth or table banner!

Bring some literature that visitors can take with them.

Dress up! Dress similarly for a professional appearance.

Wear a name badge to show your names clearly. Even stick on badges are better than none!

### Determine staffing needs

Even if it's a short event, have at least 2 people at your table so that no one has to wait to talk to you or participate in your activities.

Plan for backup staff in case there's a last minute change.

Make a firm schedule and plan for breaks and rotation for a long event.

Be sure your staff knows what's expected of them.

### Tips for communicating effectively

Some people are shy about approaching. Just smile, be friendly, and invite people to come to your display.

Stand in front of your booth – this makes you more approachable.

Keep conversation simple and short. Your objective is to get their attention on the subject at hand.

Give them some type of literature to take away so they can learn more later if they're interested.

Thank them for their time

**Relax at the event and enjoy yourself!**

