



**Exploiting Your Expo Experience**  
*Take full advantage of your opportunity to get in front of the Community!*

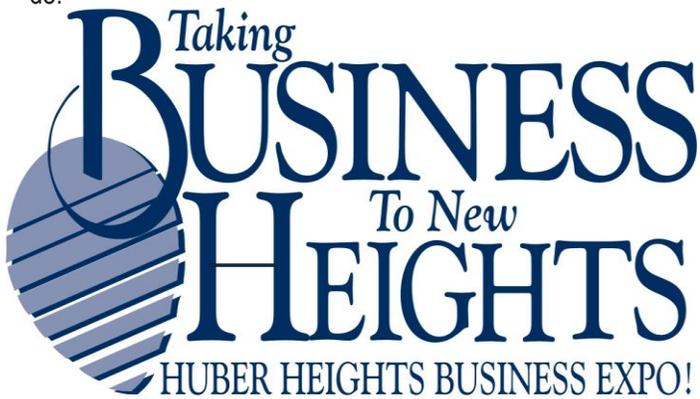
*At the Business Expo, you will be able to present your business to the residents and other businesses in Huber Heights. So, take full advantage of this opportunity.*

**Booth Space**

If you've already signed up (and if you haven't you'll need to get moving because space is filling up fast) you should have an idea of where your booth is located. You'll also have information about the size of the booth. Booth space is 10ft wide and 6ft deep.

However, what you do with your space after that is up to you. Here are some things to do:

- Have your company logo prominently displayed in your booth. Your logo alone is part of gaining name recognition.
- Invest in some posters that have a brief listing of your services or brief outline of what you do. You only have a few moments to get the attention of each person that passes by. Even if they don't stop, you want them to at least remember your name and what you do.



Thursday June 1, 2017  
Wayne High School  
5400 Chambersburg Road

The High School will be open at 10:00 am for Move In  
Vendors must be set up by 3:30 pm  
Vendor Catered Lunch Provided at 3:30 pm  
4 pm- Community Leaders Presentation / Networking

**Doors open to the public from 5:30 pm to 7:30 pm**

- Make your booth friendly. Leave space for people to stop and talk with you—without crowding the aisle. The more comfortable you can make people, the more likely they are to be responsive to what you have to say.
- Be a good neighbor. If you are offering a special service or have some kind of game or drawing that causes people to have to stand around for a while, be aware of the traffic around you. The guy next door paid for his booth too.
- Set up in advance. If you wait until the last moment to set up, things can go wrong. Give yourself time to get your booth right BEFORE the crowd walks by.
- Bring along a kit containing: Scissors, tape, safety pins, pens/pencils, a black marker and some typing paper. You may not need them, but these are items that can come in handy.

**Hand Outs**

At an expo, the public is being bombarded with messages all in one room and all in a short period of time. It is unlikely that everyone who comes by your booth will want/need what you have to offer at that very moment. So, plan for this and have something to hand out that will re-enforce your presence at this event.

Have a brochure or flyer that can be handed out to everyone that comes by. The piece should be relatively inexpensive, carry your company identity and have the basic information about your company on it

If you aren't normally in front of larger crowds and need an ice-breaker for talking to people, an ad specialty is a great way to open the door for a conversation. Not only is it looked at as a "free gift" by the person receiving it, it is a great way to get your company name and phone number and/or web address into their hands. Some tips on ad specialties:

- Have something that people will use—or that gets attention. Generic ad specialty items that most people use can include: Pens, pencils, notepads, key chains, stress balls, candy. However, the more interesting you can make the item, the more attention it will get. A key chain flashlight or puzzle, a soap leaf dispenser, a pocket bandaid dispenser, a yo yo, a frisbee, a wind-up toy . . . well, the possibilities are nearly endless.
- Have enough to hand out to most of the people who will go by

your booth. Feel free to be selective when handing them out but, if someone specifically asks for one, don't take the risk of offending. Be prepared to simply hand them one.

- Make sure your ad specialty doesn't have a down side. Consider the audience and the possible uses. A couple of reminders:
  - 1.) Refrigerator magnets are great for some industries, but remember that they are NOT friendly to computers.
  - 2.) Letter openers or items for cutting can be a danger in the hands of children. In a show that is open to the public, think twice about sharp objects.
  - 3.) Noisy items (whistles, clappers etc.) can be annoying and get people upset at you.
- Make the ad specialty appropriate for your business. If you aren't sure, talk to an ad specialties company. Tell them your budget range and they'll make some suggestions. There are literally thousands of ad specialty items out there.

Consider having a smaller number of higher quality items for your sales staff to hand to people they are personally speaking with. For those people who are more interested—and who stop and talk—you will want to have something in depth to give to them. This is where a fuller sales package or larger brochure should be considered.



## Staff Your Booth with Friendly People

This is your chance to let people get to know you and your business. It is not the place to be shy. If you rely on staff to man your booth, make sure they understand that it is their job to meet as many people as they can.

Don't hide behind your display. Have a friendly smile and greet people as they go by. Offer a piece of literature or ad specialty.

If possible, have at least two people assigned to your booth so that someone is there to greet visitors at all times. This also allows you the chance to get out and meet the other vendors and introduce yourself to them as well.

## Prize Drawing

To generate leads that you can follow up with later, you might want to have a prize drawing. When doing a prize drawing, here are some guidelines:

- 1.) Make sure your drawing box or bowl are clearly labeled
- 2.) Have pre-printed entry forms and a good stack of forms and pens/pencils to keep long lines from forming. If you are targeting businesses instead of the public, you can have people enter their business card and make entry forms available only to those who ask.
- 3.) Include a check box or line on the entry form that people can use to let you know they are interested in your product/service.
- 4.) If you are looking for maximum participation in your drawing, make it something that anyone would be interested in winning. If you are giving away a TV, you can expect a lot more entries than you would for something like a free replacement window.
- 5.) If you are looking for strong sales leads, make the drawing for something that would be interesting only to someone who might want/need your product or service. This reduces participation but gives you better leads.
- 6.) Think about the value in getting your name and service/product information into people's hands. If you have a specialized product/service that not everyone needs right away, it might be better (for the cost to you) to hand out inexpensive note pads and a brochure than to have a drawing.
- 6.) Have the drawing and prize pick up happen AT your booth. This gets people back in contact with you and your company identity.

## Have Fun

Why not? This is an opportunity for you to shine—to tell others about your business offerings and to network with other businesses. People are much more attracted to smiles than bored sales people sitting behind a table.

Come determined to have fun—and put yourself out there.

See you there!