Tips For A Successful Show

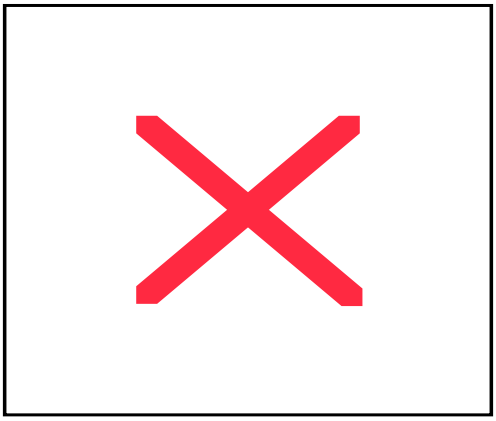
1. Pre – show marketing
Pre-show promotion will enhance your participation & success at the Expo. While JUST FOR HER Expo has over $100,000 invested in advertising the Expo, your time and energy invested in promoting the event will pay off! Simple ways to promote the Expo:
* E-blast your database
* Add the Expo to your monthly newsletter
* Add a link from your website to the JUST FOR HER Expo website (www.justforherexpo.com)
* Promote the $1 off tickets with the coupon code "VENDOR"
* Hand out JUST FOR HER Expo marketing bookmarks
* Tell all your customers/clients & your friends about the Expo
* If you run electronic or print advertising prior to the Expo, add the sentence, "See us at the JUST FOR HER Expo, May 21-22 at the Overland Park Convention Center at booth #___"

2. ADVERTSING - Take Advantage of our Print and Radio ad opportunities! Info provided in the Vendor Email 3/29.

3. Donate a raffle prize ($100 minimum value) – Raffle prizes will be announced by the Emcee and on display at the Expo for maximum company exposure at the event. Deadline for accepting raffle prizes is April 15th. Raffle prizes must be a minimum value of $100. Contact Michelle at michelle@justforherexpo.com if you decide to donate an item. All items on applications are already accounted for and you will be contacted by 4/15 with details.

4. Booth Design
Your booth design is entirely up to you. Women are a visual audience and most exhibitors like to communicate their company and product identity through their booth display. This will result in a very colorful, unique and energetic Expo , as well as draw customers to your booth.

The basic booth package includes: 8-foot high black, non-opaque draped back and 3' side walls, booth sign, and wastebasket. Below are photographs of what a 10x10 standard booth space with 3' side walls in white looks like. All booths will have 8' back walls and 3' side walls unless they are an ISLAND BOOTH and have no pipe/drape unless ordered.



Standard 10x10 Booth with 3' side walls

We highly recommend that you plan for floor covering in your booth, as the exhibit space floor is made of cement. You will spend much of your time at the Expo standing in your booth and you will want the floor underneath your feet to be as comfortable as you can make it for you and buyers. Carpet can be ordered through George Fern Decorating or you may choose to bring your own flooring.

Booth cost does not include the following, which can be ordered at an additional cost through our Service Contractors:

Provided by Overland Park Convention Center:
1. Electric power (p.7)
2. Phone or internet (p.9)

Provided by George Fern Decorating Company:
1. Lighting (other than 30' standard indirect overhead hall lighting)
2. Booth cleaning
3. Tables, chairs, furniture or display materials
4. Table cloths or skirts
5. Booth Carpet

5. Display Tips

Lighting - Booths which are fully illuminated are welcoming, warm and show your product well. Be sure your booth is adequately lit. You can supply your own fixtures, or order them from the official electrical contractor. Fixtures must meet the electrical requirements. As a reminder, if you choose to add lighting, you will need electric power.

Signs & Graphics - Company identity can be established through the use of graphics and signage. JUST FOR HER Expo provides you with a basic 7" x 44" booth identification sign but we highly recommend enhancing your signage to include your logo, color text, Expo promotion, etc. Signs may be ordered through George Fern Decorating or you may bring your own signage.

Creating an environment - Setting the tone for an entire exhibit is one of the most important design aspects. This gives the customer an immediate feel for your company's image and reputation. Sprucing up a booth can be done in a fashionable and cost effective manner by using different colors of cloth to cover the white draping. Make sure the cloth is fire resistant as required by law. The cloth can also be purchased to match the booth's carpet color. Different carpet colors can be ordered through George Fern Decorating's company stock collection.

Ensure that people can step into your exhibit space. Once they have stepped into your space, you have earned their trust and that step is a strong signal of their interest. Do not put a barrier between them and you or your product.

Special Props & Fixtures - Props are special elements which help to sell the concept of a booth or company image as well as adding an accent to the environment which you are creating. Props help to maximize sales along with merchandise flavor. JUST FOR HER Expo encourages use of props to strengthen the individuality of your booth. Tables and fixtures can also enhance the look of your booth. Skirted tables and additional furniture may be rented but you may also bring in your own furniture to enhance your booth design.

CHECK LIST:

- € **Hardware Store**: Clamps, UL listed Lighting Equipment with a three pronged plug and lock
- € **Upholstery Store**: Fabric (fire resistant material required by law)
- € **Signage**
- € **Props, fixtures & furniture**
- € **Carpeting, tables, signage, etc. forms due to George Fern Decorating – Deadline 5/14 for discounted prices**
- € **Electricity, phone lines, internet access form s due to OPCC**
- € **Coupons, guest list, business cards**

6. At the Show

- **Offer a show special** – Encourage customers to buy or book appointments at the show with a show special.
- **Samples & Giveaways** - We recommend them! They always encourage people to visit your booth. Think about what you want to accomplish and how to get business after the Expo!
- **Stop & Shop Cards – NEW for 2010!** To encourage attendees to stop at more booths and to shop, they will be given cards when entering and vendors will sign off for visits to their booths or sales. Attendees will turn in their cards for raffle tickets.
- **Guest List** – Offer one for customers to sign to increase your email & mailing database for future marketing promotions.
- **Networking –** Be sure to network with JUST FOR HER Expo exhibitors and offer an exhibitor discount/reward if they buy or book appointments.
- **Track your Expo Business** – Decide how you will track your Expo results. Suggestions are: 1) Coupons printed especially for distribution at the Expo, 2) Marking, stamping, or punching your business card for a special discount after the Expo, and 3) Offer a special Expo give-away that must be picked up at your place of business