

HOW TO HAVE A SUCCESSFUL SHOW

The biggest mistake practitioners make is that they show up at fairs without any planning or preparation. The following guidelines may help those who are new to fairs. They are taken from trade show guidelines recommended by experts.

Planning For The Fair

- Set a goal.
 - What do you want to achieve from your fair participation? Do you want to: Increase sales? Gain new clients? Educate potential clients? Develop a mailing list?
 - Write it down. There is greater commitment to written goals and they are easier to measure.
 - Goals should be measurable, attainable, realistic and have a time frame or deadline. Notice the similarities to affirmations and manifesting techniques?
- Prepare a well thought-out, rehearsed, brief statement about who you are, what you do and why people should come to you. Select your message and the image you want to present. Be prepared to educate. Talk benefits. What will they get out of seeing you?
- Plan your booth presentation.
 - Signage, handouts, what you can add to make your booth stand out and be attractive. Be creative. Have an easy to enter booth. Do you want to offer any show specials?
 - Have a handout with brief answers to the 10 most frequently asked questions about your profession. Use it to start a dialogue.
- If you want to develop a mailing list determine how you will collect information and encourage people to sign up. Consider doing a raffle.
 - Establish a follow-up plan to maximize the contacts you make. If you develop a mailing list send them something within a week.
- Make a checklist of things to bring to the fair: business cards, literature, office supplies, appointment book, brochures, information holders, decorations.
- Encourage your current clients and patients to come to the show. Make a goal of trying to bring at least 10 people to the fair. Use your email list.

At The Fair

- Dress professionally. Wear comfortable shoes, you'll be standing a lot. Drink plenty of water.
- Smile and greet people like friends, be an active listener. Make eye contact. Be aware of what your body language is telling people.
- You have four seconds to attract someone to your booth - use it well. Be proactive. Be brave. Talk to everyone. Don't wait for people to come to you or just hand out literature.
- Don't pounce on people, but pay attention to them immediately - don't let them just walk by. Have questions that will grab attention. Have you ever experienced? Did you know that?
- Don't:
 - Block your booth entrance.
 - Stand behind tables.
 - Stand too close to your product.
 - Sit down.
 - Eat and drink while at your booth.
 - Chat with other exhibitors and friends.
 - Read.