

TRADE BOOTH CONVENTION CHECK LIST

THINGS TO BRING:

Jewelry

Order Forms

Make sure the pink copy is stamped/labeled with your name, phone and email.

Catalogs (just a few)

Don't hand these out - show a customer what it looks like but tell them you will be happy to mail them one. Then make sure you tell them you will call them in a few days to make sure they got it.

Mini catalogs – make sure to have stickers on them.

This is the only type of catalog I hand out at a show. Make sure you put a big 5163 label on the front with all your information on it.

Sponsoring packet or OP

I bring the big ones - but you can use the small ones and say you will send them a big one.

Premier Raffle tickets & a bowl to put them in

You can buy these at the SUS store - they are fantastic! They are a small tri-fold and very inexpensive. The back page perforates off so you keep all their information. The first two pages are information about Premier. Make sure YOU tear off the back piece and HAND them back the first two pages. Drop the entry into the bowl. Once they leave go back and write comments on the back of their entry to remind you of who they are when you get home and what YOU PROMISED TO DO for them.

Door Prize

Most conventions will require or ask you to offer a door prize. I like to do it at my booth rather than give them the prize to announce in the "convention" - it enables me to collect names instead of the convention administrators using their database. This is particularly important if you don't get an attendee list!

I used to give away jewelry - now I give away a gift certificate for \$25. If it is a huge convention I give several away. Statistics show that less than half the people that get a gift certificate redeem it and if they do you have a pretty good prospect for a hostess or new jeweler.

Convention Guest Survey

In case you didn't get the Premier Raffle cards - use your guest survey and change the name to "convention raffle ticket"

Giveaway or incentive - 1/2 sheet of 8 * 11 paper - buy one get one half off with exp date!

I use half of an 8 1/2 * 11 piece of paper and offer Buy one get one free. Be sure to put an expiration date on it and use a coupon code to tell you where and when you offered that promo. Use a hot color to make it stand out. At conventions everyone goes to booths to "get something free". This is a great gift you can give everyone without costing you a dime!

Cash

Mirrors

Sign Displays: (use picture frames or acrylic display stands))

Hostess Benefits

Drawing Notice

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Credit card sign - Propay gave these away free at Rally! If you don't have one make small signs and put them in a picture frame saying "I accept Credit Cards!"
Do you need extra income?

Purse night invite - make sure people know they can learn about our business and you offer a non-commitment, informational presentation - list TIME, Date and PLAC.
Convention Specials - need to have one b/c EVERYONE asks and wants it. It's a great way to take orders if you can't sell. Give them a mini catalog and tell them if they place an order before the conv is over they will get 20% off!

Business Cards

DON'T LEAVE HOME WITHOUT THEM - EVER!!!!!!

Pens- lots of them

OMG - you have to bring a ton of pens and put them all around your table
If people have to wait for a pen to fill out a survey/raffle form they will leave.

Small table

Table Cloth - Red and Black

Red cloth for "impulsive" shopping or interest

Candlestick pedestals with rubber made shelf to make a "mini table" on top of your table

You can buy the candlesticks (for a pillar candle) almost anywhere - Garden Ridge, Kirklands, a department store clearance section, etc.
You can buy the rubbermade shelf at Lowe's or Home Depot - they come in black or white. The acrylic ones are much more expensive (so why buy that!). The store will cut the shelf down to whatever size you want.

You just added more space to your booth for free. Plus it creates a great perspective to the table. I use it to display my jewelry displays since the shelf is only 6-8 inches wide.

Premier Designs Banner from Town & country

You can buy this from Towne & Country - it is beautiful! At Rally it cost \$27.10.

Jeweler stamp - to stamp during dead times

Just in case you failed to stamp or label everything be sure to use the "dead time" to be productive!

Name tag for yourself

Be sure to wear a name tag with it on your right side of your chest.

Pad of Paper

Keep a TO DO LIST of all the things you said you would do and when you are to do them.
Uphold the integrity of Premier and you as a serious business owner and "DO WHAT YOU SAID YOU WOULD DO!"

Brng comfortable shoes to set-up and break down

I ALWAYS wear my sneakers in and out (Jersey girl that commuted to NYC trick!). Bring your "show" shoes in a bag and put them on as soon as you are done setting up your booth.

ROLLING CART - OR - Luggage Cart!!

Don't break your back carrying in your bags, supplies and jewelry. I use a luggage cart (we all have one or you can buy one for less than \$20). Or if you can afford it but a rolling cart at Lowe's or Home Depot to carry everything in all at once. Sometimes you have to walk a long way to get to your booth!

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Pre-show things to do:

Stamp and label EVERYTHING - if you don't have everything labeled your time, effort and money is worthless. You will lose the opportunity for someone to call you!

Phone list of people to call during dead times

Make copies of incentive Give-away