


Maximize Your Investment and Your Results!




DARE to be AWARE FAIR

Dare to be Aware Fair 2025

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Make it the best...



- 1) Define what you want from being in the Fair
- 2) Prepare your booth space
- 3) Planning for the flow of the day
- 4) Use Pre-show activities to drive traffic to your booth:
 - how will your ideal customer find you?
 - what will you offer?
 - what will we see at your booth?
- 5) Show time: Getting on your A game, raising your energy level and having fun!
- 6) Post Show follow up (this may be the most important step!)

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The atmosphere is magical, creating it is not magic!



- Just being there is not enough
- Be clear about *why* you are doing this
 - Short term - Day-of Goals - # of leads, \$ of sales
 - Long term - how will this help grow your business?
 - How will you contribute to each person you meet?
 - What will you offer them on an ongoing basis to build a relationship?

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Preparing Your Booth Space



- How will you use the space that you have
 - 8 feet wide, 6 feet deep
 - 6 foot table with no table cover, 2 chairs
- Determine best layout of space and top of table for your product or service
 - lay it out to scale – online graph paper
 - *Invite attendees into your space to talk with you*

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Preparing Your Booth Space




- Tablecover
 - plain or branded? Remember your brand colors!

Do you have a logo? Do you know your brand colors?

- Signs - free standing (max 8ft wide if backdrop), tall banner (free standing) or on easel (must provide own easel)

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Preparing Your Booth Space



- **Collateral**
 - Printed materials – with your contact info, QR code
 - Put QR code on a sign so attendees can snap a photo
 - Swag – two kinds of give aways
 - Inexpensive, something they would have a reason to keep, to use, to think of you
 - Higher cost, for those you speak with who show interest

Give yourself plenty of time to design, order and allow for delays

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Preparing Your Booth Space



- Will your product or service be a great gift?
 - Can you offer gift cards?
 - Certificates for services? Discount, BOGO
- Be prepared – create them now!
 - Remember your logo, brand colors
 - Be sure contact info is on the certificate

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Preparing Your Booth Space



- **How will you collect leads?**
 - Slip of paper, fill-in form?
 - Drawing for a door prize? Provide sign-up form
 - Have them enter data on your ipad? tablet?
 - An activity – related to your product/service – that they will want to engage in
- **DON'T**
 - Expect a bowl of candy to bring people into your booth – they will come for the candy, not for conversation
 - Plan to sit all day

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Preparing Your Booth Space



- **WIFI will be available – a separate channel just for exhibitors with plenty of capacity**
 - Info will be at your booth
 - You may not be near electricity, so bring charged back-up batteries for your electronics

Not all booths have near-by electricity. Bring a LONG extension cord with you if you are planning to use electricity.

Be sure to tell us ASAP if you will need it for your display. We cannot arrange booths for everyone to have access for personal electronics. BRING several charged back-up batteries for your phone or personal tablet.

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Planning for Flow of the Day



- **Make sure you have support staff..**
 - To help you unload, park the car, load
 - For the restroom, to take a break, walk a bit, see the fair
 - For eating – **DO NOT EAT AT YOUR BOOTH**
 - NOTE: Bringing in a cooler of food is not allowed, ordering in delivery or having a friend bring in food is not allowed.
 - You can leave for a short time to get food, take a break
 - Healthy options are offered at the BCC
 - Bring a refillable water bottle – filtered water is available at refill stations

It is best to make it at least a two-person day, so you can drop off your exhibit materials and one deliver them to the booth and one parks the car (cars cannot be left unattended at the drop-off place, volunteers cannot take your items to your booth, items cannot be left unattended at the drop-off)

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Drive Traffic PRE-Show



- Email, private message, or text family, friends and customers about the event. Schedule monthly, weekly, and then maybe even daily the last few days leading up to the event.
 - Tell them WHY they will love the event.
 - Pique their interest by telling them what you are offering, or what types of other vendors will be at the event. Encourage them to bring a friend.
 - If you have an offer for the day like a show discount, tell them about it. Example: 15% off all orders placed that day or 20 % off selected items on hand that day. Another great one is to offer a referral bonus or free gift if you bring a friend.

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Drive Traffic PRE-Show



- Utilize social media to post about the event too!
 - Add graphic to your email signature - we will provide
 - Encourage them to message you if they will be there and to stop by your booth (maybe for a free gift or offer)
 - Take advantage of the show organizer's work of preshow marketing and share what they are posting too.
 - Follow the Dare Fair's facebook, Instagram and LinkedIn pages so you will see it in your feed
 - Take a few minutes everyday to check on those pages and share
- Write a post about your business. Send it with a graphic to the Fair team and they will post it on the Fair page.*

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Showtime!



- Get there EARLY to set up. Take time to meet the other exhibitors around you. Do some networking!
- Once you are set up, walk the floor to familiarize yourself. Know where the bathrooms are and the food is. (people will ask you)
- **Stand up, stay off your phone and SMILE.** Be ALIVE, energetic, enthusiastic. **Engage** people as they come by when it feels right. You may have to step out of your comfort zone here.
- Know what you want to tell them about your business.
- Know what questions to ask that will engage them in a conversation. This will help you engage people.
- Take pictures of your booth, have someone take pictures of you in the booth to use for social media after the fair

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Post Show Follow-up




Do not plan much for the day or two following an event. You need to be doing your follow-up right away.

- Plan follow up thanking them for stopping at your booth and reiterate a BRIEF offer.
 - For example: offer a 15% show discount on any orders placed by day/month. (usually just a short window to drive them to action) or a discount or BOGO offer on sessions scheduled by a certain date
- Schedule a second follow-up with them for a week out or so. It is great to have a call to action or ask a question they may want to reply back with an answer. You can also invite them to your website, etc.

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Connect with every attendee



- **Consider tote bag insert to reach every attendee after the fair**
 - One sheet of paper (no booklets)
 - No larger than a folded 11 x 17 page or 8.5x 11 sheet of paper - end size must be 8.5x 11 or smaller
 - Items (pens, keychains, other such promotional items) cannot be larger than 3 inches square or in circumference, and a maximum of 8 inches tall (like a travel mug)
 - When we need them:
March 1 is the deadline for us to receive the inserts. We will arrange time and location for you to get them to us.

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Other ongoing promotional opportunities



- Develop a campaign in advance that you will post in your social media and send to your fair leads after the fair
- Offer a free or discounted event attendance after the fair to encourage more contact with you
- Consider doing a Dare to Connect workshop between fairs – it is a chance to continue to promote yourself in social media, Meetup and emails

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You Can Make It Magical If you choose to be Practical!



- Plan time for creation of art/design, if you don't have art already
- Place orders for any branded Promos and or Display/signage items for your space. Allow a minimum of 1 month, but best to plan for 45 days to be safe.
- Once all your items have been delivered, set them all up at your home or office and create your space as a trial run. You will see what you want to add (for example: a plant or two to the space to create a vibe, etc.)
- Online graph paper
<https://virtual-graph-paper.com/>
<https://print-graph-paper.com/virtual-graph-paper>

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Use the Fair to expand your Light!!



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