



# **Preparing for a Trade Show**

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# Steps for a Successful Trade Show

Preparing for a trade show takes time and organization.

Today's presentation will be a step-by-step approach your students need to prepare for a successful trade show experience.



# Step 1 – Put Someone in Charge

- This might sound simple but only one person can be in charge (and it shouldn't be the CEO).
  - They should also have an assistant for this event
- This is a major event that needs ownership for success
  - Booth
  - Sales
  - Competitions
  - If you are traveling long distance there are added responsibilities for the students
    - Hotels, food, transportation, activities, fundraising, security, scheduling



# Step 2 – Register for the Trade Show

Secure | [https://portal.veinternational.org/firm\\_admin/tradefairs/](https://portal.veinternational.org/firm_admin/tradefairs/)

VEI Firm Admin - A Helping Hand (PF Code US011879) M. Silberman

**Trade Fair Registration**

**Students**  
Attendance  
Attendance report  
Firm profile  
Marketing info  
Event Registration  
Trade Fair Registration

Name	Location	Dates
No records found		

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# Step 3 – Determine Competitions the Firm will Enter

- Every trade show has a list of pre-event and live event competitions
- Pre-event competitions have submission deadlines approx. a month before the event
  - Determine who will submit the documents
- Delegate competitions
- All this information will be found on the trade show tab of the VE Portal



Secure | https://portal.veinternational.org/portal/


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Virtual Enterprises International


Portal


M. Silberman ▾


 Firm Admin ▾


 Firm bank account ▾

 Wholesale Marketplace

 Store Manager ▾

 Firm Directory

 International Trade Resources

 E-Mail

VE Curriculum

Home

VE Brief

Orientation

Accounting & Finance

Administration

Design / IT

Human Resources

Sales & Marketing

Communications

Personal Finance

Competitions & Rubrics

Submittal Forms

Taxes

Business Plan

E-Commerce Website

Trade Shows

Annual Report

Additional Resources

Other Curriculum

Teacher Tools

Trade Shows

Regional Trade Shows

event.

Schedule

Details	Event Information	Competition Information	Competition Submissions	Recaps
<b>Midwest Trade Show</b> Pigeon Forge, TN November 20-21, 2016	<a href="#">2016 Event Information</a>	<a href="#">2016 Competitions Information</a>	<a href="#">2016 Competitions Submission Form</a>	
<b>San Diego Trade Show</b> San Diego, CA December 2, 2016	<a href="#">2016 Event Information</a>	<a href="#">2016 Competitions Information</a>	<a href="#">2016 Competitions Submissions</a>	
<b>Northeast Trade Show</b> Rochester, NY December 9, 2016	<a href="#">2016 Event Information</a>	<a href="#">2016 Competitions Information</a>	<a href="#">2016 Competitions Submissions</a>	
<b>Long Island Regional Trade Show</b> Farmingdale, NY January 13, 2017	<a href="#">2017 Event Information</a>	<a href="#">2017 Competitions Information</a>	<a href="#">2017 Competitions Submissions</a>	
<b>California State Trade Show</b> Bakersfield, CA	<a href="#">2017 Event Information</a>	<a href="#">2017 Competitions</a>	<a href="#">2017 Competitions Submissions</a>	

Reference Files

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## Competition Information

The following are competitions that all firms that reserve a booth at the Long Island Trade Show may enter. Guidelines and rubrics are on the website. Also pay close attention to deadlines to submit and the format that competitions must be submitted in. If the correct format is not followed, submissions will not be judged. Once your firm has submitted their competition submissions, you will receive an email confirming receipt of submissions.

Competitions	
<ul style="list-style-type: none"><li>• One-Page Advertisement*</li><li>• Brochure*</li><li>• Business Card*</li><li>• Catalog*</li><li>• Commercial*</li><li>• Employee Manual*</li><li>• Logo*</li></ul>	<ul style="list-style-type: none"><li>• Sales Pitch**</li><li>• Best Booth**</li><li>• Company Apparel**</li></ul>
<p>* Pre-Show competitions ** Day-Of competitions</p>	

To register/submit, follow the registration link within Portal / Trade Shows.



## Step 4 – The Packing List

- Get Lots of Tubs (or boxes that paper comes in)
- ONLY ONE PERSON CAN BE IN CHARGE OF PACKING
- Create a master checklist of everything you need





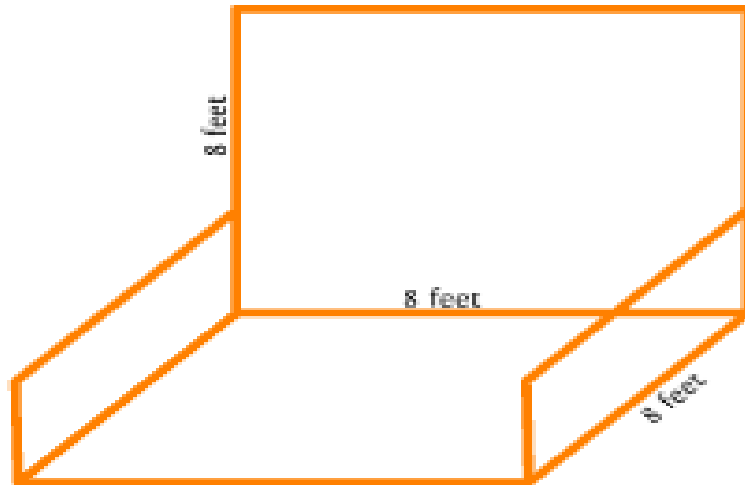
# Stuff for the Booth

- Know the rules
  - Every event has different restrictions on food, balloons, music, height, etc.
- Know the booth size
- All this can be found in the event information packet on the trade show tab of the VE Portal



# Size, Layout, & Restrictions

- Booths are 8 feet long by 8 feet wide with a backdrop that is 8 feet tall
- All booths include a table (6' X 2') and 2 chairs
- Power is available at all booths (firms are responsible for bringing power strips and extension chords)



## Keep in Mind:

Wireless internet will be available (but limited) in the Armory

**IMPORTANT: ALL FOOD MUST BE PRE-PACKAGED!**

All booth materials should stay within the dimensions of the booth.

Music or sound should be kept at professional levels and not interfere with neighboring booths

All employees should maintain professional standards in appearance, attire, and attitude



# Stuff for the Booth

- Company Banner/Hooks
- Product Displays
- Extension Cords/Surge Protectors
- Product Catalogs
- Brochures
- Ipads, Laptops
  - Paper sales tracking – just in case
- Giveaways
- Pens
- Duct Tape
- Brochure Stand
- Display Stands (for 1-page ads)
- Calculators
- Scissors
- Balloons
- Attractions
  - Photo Booth
  - Prize Wheel
  - Activity
  - Music
  - Food Samples
- Master list of all cell #s or Remind app





Clearly display your product information



# Stuff for the Sales Team

- Clipboards
- Order Forms
- Invoices/Receipts
- Pens
- Calculators
- Catalogs
- Trade Show Specials
- Handouts
  - Direct traffic to your booth
- Firm Folders
  - To deliver to all firms for possible future student or business to business sales
- Sales Goals (Dollar amount or number of sales)

*Make sure you know how many firms and people are expected so you make enough copies (no photocopy machines are usually available)*



# Stuff for All

- Firm Badges
- Labels to Make Student Purchases
  - Name
  - Student Personal Email
  - Firm Name
  - Firm Email
  - School Name
- POS System Codes
- Technology
  - Tablets
  - Cell Phones
- Business Cards
- Knowledge of Bank Account Balance
- Purchase Requirements
- A Copy of the Schedule
- Firm Logo Wear



# Step 5 – How do you get the Supplies

- School Supplies
- Donations (local printer gave us our booth banner)
- Fundraising
  - Through a club – chocolate bars, Chipotle, car wash, holiday catalogs, chocolate catalogs, raffles, pie in teacher face, salsa
  - Donorschoose (photo booth equipment, prize wheel)
  - Local Chamber of Commerce, Kiwanis, Businesses



# Step 6 – The Schedule

- Everything must be scheduled!!!
  - Who is unpacking and setting up the booth
  - Who is distributing firm folders
  - Who is selling when and with who
  - Who is working the table - accounting
  - Who is selling where , partners (by booth, floating)
  - Who takes lunch when
  - Who takes breaks to purchase when
    - Don't forget about this
    - Students should make purchases for themselves
    - Some should have power to make firm purchases – business to business
  - Who packs up the booth





# Step 7 – Determine How You Will Sell

- Individually or Teams
  - This is based on student preference





How will you get these customers  
to make a purchase from your firm?



# Step 8 – Sales Training

- Everyone must know what they are selling
- Sales presentation on products
  - All details need to be provided
  - Selling to students vs adults/guests
    - What products
    - How much can they spend
    - CC vs bank accounts
    - POS System
- Have all employees
  - Practice selling
    - You don't sell from behind a table!!!
  - Fill out order forms
    - Neatly, with all information needed
  - Fill out invoices/receipts
  - Use POS System
- Come up with practice questions they may be asked





A knowledgeable sales staff





Closing the Sale







A fast, efficient way to process a sale



# Step 9 – Order Processing Training

- Everyone working the table must know how to process an order
- Accounting presentation on order processing
  - All details need to be provided
  - Selling to students vs adults/guests
    - CC vs bank accounts
    - POS System - Payments can be processed online live if wifi available and system is available at trade show
- Have appropriate employees
  - Practice order processing
  - Fill out online in POS system or enter into firm order tracking spreadsheet (samples on portal)
    - Use paper tracking form for backup



# Step 10 – Prepare for Live Competitions

- Review Rubrics
- Determine who will participate





Company: \_\_\_\_\_

Booth #: \_\_\_\_\_

## Sales Presentation Rubric

Event Description: A Sales Presentation will be judged on an individual sales man/woman in the company.

Component And Explanation	Score (circle one)	Total
<b>Greeting</b> <ul style="list-style-type: none"><li>Salespersons introduced themselves</li><li>Greeting was strong, personable, welcoming</li></ul>	1 2 3 4 5 6 7 8 9 10	
<b>Qualification of Customer</b> <ul style="list-style-type: none"><li>Salespersons asked questions to determine customer's wants and needs</li><li>Questions were well stated and probing</li></ul>	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	
<b>Presentation Of Product</b> <ul style="list-style-type: none"><li>Salesperson presented product/service based on information obtained in qualifying process</li><li>Outstanding product knowledge is evident</li><li>Sales material used effectively</li></ul>	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	
<b>Overcome Objections</b> <ul style="list-style-type: none"><li>Salesperson was able to overcome all customer objections.</li></ul>	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	
<b>Close The Sale</b> <ul style="list-style-type: none"><li>Salesperson asked for the sale; it was completed using an order form</li><li>Order form was correctly completed</li><li>Payment procedures explained</li><li>Sales receipt was provided</li></ul>	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15	
<b>Professionalism</b> <ul style="list-style-type: none"><li>Prepared to conduct business</li><li>Poised and professional appearance</li><li>Self- confidence and persuasiveness</li></ul>	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15	

Judge's name (please print) \_\_\_\_\_

Total Score= \_\_\_\_/100

Comments:



# Step 11 – Arrive Early

- There is nothing worse than arriving late and scrambling to get setup (I've been there – thank you NY traffic)
- If you have extra time in the beginning you can
  - Review sales information
  - Practice selling
  - Talk to the firms nearby for some business to business contracts



## Step 12 – Have Fun

- This is both a learning experience – trust me they will learn – and a fun day
- Make \$\$\$ but have a good time



# Step 13 – Collect Material

- There are some really cool documents at other booths
  - Students should be encouraged to collect material to improve on next year's event
    - Brochures
    - Catalogs
    - Business Cards
- Take pictures to get new ideas for the future



## Step 14 – Pack up

- Remember – staff has been assigned this task
- Many dollars can be lost if materials are lost



# Step 15 – Empty Buckets at Home

- Remember – staff has been assigned this task
- Many dollars can be lost if materials are lost



# Step 16 – Process Orders at Home - \$\$\$

- Credit card orders can be processed through POS live or when you get home if necessary
- If not processed through POS System sales made to students should be paid for by students when they get home with the invoice your students gave them but.....
  - Send an invoice within a week to their personal email
  - If unpaid, follow-up with an email to the firm
  - If still unpaid, follow-up with an email to the teacher



# **Step 17 – Follow up on Business to Business Sales Opportunities**

- Your students should have made many new contacts
- Reach out for some business to business contracts





# Questions?





**Thank you**