



Joining us at Pawsitively Elgin probably won't be your first rodeo, but if it is we've prepared a checklist that might just help you manage your time and get everything packed in your vehicle the first time out the door!

## Documents

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For your "show binder" you may want to include these important documents:

- Consumer Show Contract
- Exhibitor's Manual
- Contest Rules
- Budget Information
- Important Contact Information
- Petty Cash

## Signs

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You only get a split second to make a positive impression on your target audience...make it count! When designing your booth consider the space available and the decor you plan to incorporate.

- Banners
- Posters
- Custom Graphics
- Printed Material/Promotional Items

## Visitor SWAG

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In addition to your signs, you should also have printed and promotional items available in your booth.

- Business cards
- Brochures
- Postcards
- Envelopes
- Name tags and lanyards (we supply these upon check in)
- Company branded bags
- Gift Certificates
- Coupons
- Candy dish and candies (individually wrapped ones are best!)
- Giveaways

- Contest ballot box and contest ballots
- Contest pencils
- Office supplies
- Adhesive tape (clear, masking, duct)
- Batteries
- Business card holders
- Brochure stands
- Sales lead planner
- Highlighters
- Markers
- Company branded Pens
- Company branded notepads
- Scissors
- Zip-lock baggies
- Stapler with staples
- Shower hooks to hang signs
- Table cloth
- Company branded table skirting
- Cleaning supplies

## Clean Up in Aisle 4!

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Since pets are present at our event, there may be times when a mess is made at your booth and the cleaning staff cannot get to it quickly enough. You may want to consider keeping in your booth these essentials.

- Paper towels
- Doggie pee pads for easy cleanup
- Disposable gloves
- Disposable wipes
- Garbage can
- Garbage bags
- Poop bags (extra to hand out)

## Tool Kit for Setup and Repairs

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- Double-sided adhesive tape, duct tape
- Glue
- Velcro
- Bungee cords
- Twist ties/zip ties
- Ruler/tape measure
- Cordless drill

- Screw bit set
- Hand-held screwdrivers
- Screws, nuts, bolts
- Plastic shrink wrap
- Hammer
- Nails
- Exacto-knife
- Moving dolly

## Convenience Items

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Standing in your booth and talking to attendees for long periods of time can be challenging, but don't be in a position where you must leave in the middle of the show and possibly miss out on a great lead.

- Comfortable shoes
- Antiseptic hand cleaner
- First aid kit (bandages & acetaminophen)
- Antacid medicine
- Facial tissues
- Lip balm
- Breath mints
- Healthy snacks (water, health bars, nuts) and a cooler to keep them in
- Stain remover (Tide stick)
- Sewing kit

## Electronics

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Make sure you have all the equipment necessary to make your best presentation. There are few things worse than having your battery die when you need it most! If you have requested Hydro, **you need to supply a 100 foot outdoor extension cord** and give us PLENTY of notice.

- Lights
- POS machine
- Camera/video camera
- Presentation laptop with power supply
- Tablet display unit(s)
- Computer monitor(s)/TV(s)
- Internet hub/stick (wireless internet is not always reliable)
- USB memory stick
- Outdoor power generator
- Extension cords
- Power bars
- Cell phone chargers

## Ten Tips on How to Make Your Time at Pawsitively Elgin Work for You

Engaging the attendees face-to-face is an important factor in working towards your objectives for this show. Below is a list of tips to help you succeed.

1. Look for measurable ways to test your marketing effectiveness.
2. Greet attendees with a smile, polite manners and appropriate body language.
3. Wear comfortable shoes! Standing at your booth is more inviting to visitors than sitting at the back of your booth behind displays. If you're already standing you will be ready to engage someone walking by. Take an interest in each visitor and if they have a dog, there is a great conversation starter! If you're already talking to another customer take a few seconds to say, "I will be right with you".
4. Try not to eat in your booth as attendees may feel they are disrupting your mealtime. It is also difficult to communicate with food in your mouth. If you are alone, ask a friend to volunteer to help you out for a few minutes in order to take a break and have something to eat. Remember breath mints are better than gum.
5. Step away if you need to make a phone call and text as little as possible. Attendees will notice and may feel you are not interested in what they have to say. You need to acknowledge their presence.
6. Take the initiative to get the conversation started by asking them open-ended questions – there are few things animal owners love to talk about more than their pets! Prepare and practice 3-6 engaging questions before the show. Ask them a question that can lead to what you are selling. Try not to start with your sales pitch. People are in a hurry so keep it short. Example questions could be:
  - a. What brought them to the show? Are they from the area? Do they have other pets?
  - b. Do they have any challenges with their pet? If they cannot think of any challenges then offer a couple that may be common to their breed. Offer a solution with a product or service you are offering.
  - c. What types of toys or treats does their dog like? Do they have any allergies? Tell them what you found works best in your product line.
  - d. Ask them if you can give their dog a treat!
7. Create an attention-grabbing booth. Boring and unfriendly booths are not inviting to an attendee. Make it a place where people want to hang out. Decor matters.
8. First Impressions are everything. It only takes a split second to form an opinion about your branding.
9. Use the lulls in traffic to network with fellow exhibitors.
10. Inform Show Management of any issues you noticed or experienced throughout the day. We are open for constructive feedback and are here for you! Negativity is contagious and affects everyone including attendees, fellow exhibitors and the overall experience.

We wish you great success!