

Re3 Women EXPO



RElax-REfresh-REcharge
Women's Expo
FASHION | BEAUTY | HEALTH | LIFESTYLE

September 22, 2018
10:00 AM-6:00 PM
Chattanooga Convention Center
1 Carter Place Chattanooga, TN 37402

- SHOPPING EXPO
- PAMPERING
- FASHION SHOW
- ENTERTAINMENT
- WORKSHOPS
- BEAUTY BAR
- PRIZE GIVEAWAYS
- ACTIVITIES & MORE

FREE ADMISSION !!!

Vendors Packet (Rules, Tips Etiquette)
facebook.com/targetmarketingmedia

September 22nd-10am-6pm
Chattanooga Convention Center
Exhibit Hall A

1 Carter Plaza Chattanooga

www.Re3WomenEXPO.com

Organizers: Tina Wilkins-706-913-6892 or 423-486-7597-
twilkins@targetmarketingmedia.com Harold Wilkins-706-313-4409

Presented by:



Dear Exhibitor,

Welcome to the Re3 Women's Expo!

This Exhibitor Kit has been designed to provide you with all of the information necessary to plan a well-organized and successful event. The Exhibitor Kit provides you with all of the operational details you need to be familiar with when planning your participation, including move-in and move-out schedules and exhibitor rules and regulations.

Please be sure to read this kit carefully and note the forms that need to be returned by their deadline dates! Should you need assistance in completing any forms, or if you have questions about the event, please e-mail me at twilkins@targetmarketingmedia.com, or call me at 423-486-7597.

We look forward to working with you to make the Re3 Women's Expo a successful event for you and your company!

Sincerely,

Tina Wilkins
Event Director

Re3 Women EXPO Rules

LOCATION OF EVENT

September 22, 2018: Chattanooga Convention Center – 1 Carter Place Exhibit Hall A
Chattanooga, TN 37402

Please distribute a copy of these rules to anyone who will be assisting in your setup/breakdown for the Home For the Holidays EXPO. The Location will be open to the **Vendors on Saturday, September 22, 2018 from 7:00am – 9:30am**

****ALL VENDORS MUST ABIDE BY THESE RULES ARE SUBJECT TO CHANGE****

THINGS TO REMEMBER

1. **TERMS OF PAYMENT:** Booth rental will be reserved only after a signed contract & full payment have been received. Vendor may pay this amount by cash, check or credit card. Please see side one of the contract under payment information. **Payments mailed in must be sent to: Target Marketing Media, Re3 Women Expo, 3712 Ringgold Rd 209, Chattanooga, TN 37412. No vendor will be allowed to enter the facility to set up their booth if payment has not been made in full.** A refund, minus the deposit, will be given if the vendor should cancel before the final payment deadline noted on side one of the event contract. If vendor cancels after this date a refund cannot be processed.
2. **Electrical Service, Water, Internet Service or Phone Lines:** Vendor must contact the Chattanooga Convention Center for any electrical service, water, internet service, or phone lines. These items must be purchased separately from the Chattanooga Convention Center. Advance orders must be received at least two weeks prior to the event date. Vendors may call the convention center at 423-756-0001, or visit the convention center website to order their electricity at: www.chattanoogaconventioncenter.org.
3. No exhibit shall interfere with the orderly operation of adjacent exhibits. This includes a prohibition on music, special effects and other sound or entertainment without approval by TMM.
4. Vendors will be able to set up their booths on Saturday, September 22, 2018 Set up hours are 7 a.m. until 9:30 a.m. **Please be in attendance & completely set up by no later than 9:30 a.m. on Saturday morning, as the doors open to the public at 10:00 a.m.**
5. Each exhibit is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. **Vendors paid the \$160 fee the exposed backs or sides of all booths must be properly draped or finished with no signage, so that it will not interfere with adjoining booths.** Company signage used in your booth, can be no taller than the pipe and drape at the back of your booth, which is 8 foot high. **Restrictions apply to vendors having tents or pipe and drape higher than 8 foot high. These vendor booths must be approved by TMM in advance.**
6. No vendor will be permitted to erect an exhibit without having made full remittance of space rental to TMM.
7. Vendor must keep aisles clear and abide by all state and city fire prevention codes.
8. No exhibit shall be dismantled or removed from the Chattanooga Convention Center until the event has concluded. **THIS IS A FIRM RULE.**
9. No exhibit is permitted that does not have at least one person in attendance at all times.

10. Booths may not display or disperse any business' information other than that of the vendor. No Balloons are allowed`
11. Vendors can only promote their business from inside their booth space or spaces.
12. Vendors may not hand out promotional materials outside their booth space or spaces, in the aisles or at the door.
13. Outside vendors are prohibited from promoting their business to vendors or attendees. If you observe anyone doing this, please notify the TMM event management. These vendors will be removed from the exhibit hall.
14. The TMM or its' agents shall not be liable for loss or damage of vendors' property due to theft, fire, accidents, or other causes, nor for any injury to vendors, its employees or agents. Security will not be present on the day following this event.
15. Vendor agrees that the purpose of exhibit space is for the positive promotion of the vendors' products or services. Vendors may sell, display, give out information or give out samples (bite-sized). Sample sizes must not be more than 2 oz for food and 4 oz for beverage. No alcohol sampling permitted without written permission and an attendant employed by the Chattanooga Convention Center at the expense of the vendor. More information will be made available upon request.
16. Vendor warrants that they carry liability insurance providing coverage for their area of the show. The vendor's booth is an extension of their company, and as such they must have liability protection. Vendor is responsible for any employees or subcontractors that may be helping in their booth, or for any visitors in the booth, in the event of an injury.
17. Vendor warrants that they carry vehicle liability insurance for any vehicle that is brought onto the facility premises.
18. TMM reserves the right of final decision and the right (a) to rearrange floor plans or relocate exhibits or both in order that competitive exhibitors wherever possible will be set up at specific locations that will not interfere with their individual operations, and (b) to prohibit or remove any exhibit which, in the opinion of TMM, detracts from the general character of the exhibition including persons, conduct, language and materials. In the event of such restriction, removal, prohibition and/or eviction, TMM shall not be liable for any refunds, other exhibit expenses or any other sums of money by way of damages or otherwise.
19. All decisions pertaining to use and occupancy of space are within the sole discretion of TMM.
20. TMM has the right to refuse any vendor's contract.
21. There will be no more than one business per booth rental. Separate businesses owned by the same entity *may be allowed. This will be determined on a case-by-case basis and at the discretion of TMM.*
22. No exhibit space shall be offered for use or sublet by a vendor without the consent of TMM.

PROMOTION

- ☐ We promote our events in many ways please refer to our last event promoted and our Facebook page.
- ☐ If you are on Facebook please create an event with the flyers pictures I provide you so your family, friends, clients, and customers can come out to support you.
- ☐ Print and pass out flyers businesses and people around town and share through word of mouth and share on Facebook.

- ❑ When you help promote the event multiple times it expands by 3-10 folds and more people will come out to our events.

CHECK-IN/SETUP

- ❑ Upon arrival, vendors must check-in to receive on-site information and vending location. Once officially checked in, vendors will be directed to their designated vending space.
- ❑ No vendor is allowed to begin breakdown prior to 5pm on the last day of event. Vendors who breakdown prior to 5pm, may be barred from participating in future events hosted/organized by the Event Organizers
- ❑ All vendors Saturday, September 22, 2018 between 7:00 am-9:30 am.

UTILITIES PROVIDED

- ❑ Please bring your own heavy-duty extension cord (at least 100 ft) and high voltage power strip. Cords and power strips will not be provided by event organizers.

PARKING

- ❑ Once you have loaded in, please move your vehicle to the designated vendor or public parking spaces available. Parking is limited, vendors will have to park in public parking spaces.
- ❑ Before submitting your vendor application, advanced approval must be obtained for permission to park any hauling type vehicle in the vendor area. If permission is not obtained, vendors will be asked to move vehicle to other designated vendor/parking area.

VENDOR SPACE

- ❑ NO vendor will be allowed to display items that are deemed offensive or promote hatred, violence, racial tensions, sexual acts, religious intolerance or promote organizations with these views. If event organizers are notified of any items deemed offensive by organizers, those items will be removed and the vendor may be asked to leave the event with no refund. If a vendor is asked to leave the event, the vendor will not be allowed to participate with any other organizers event.
- ❑ Your space must be staffed continuously during the event. If you are not going to be at your space, please post what times your show/demonstration will take place or what time you will be back.
- ❑ One “company” per booth space; sharing of booth space (multiple companies) is not allowed. Vendors cannot sublet or apportion space to anyone else. Set up is allowed during the allotted time only. While the
- ❑ Be sure to purchase the correct space size. **No** part of your setup may extend beyond purchased space. This includes tents, tie downs, trailer hitches, canopies, etc.

TENTS/TABLES/CHAIRS

- ❑ Vendor space is sold per booth space and not per tables. You must bring your own tables to fit in your booth space, unless you purchase the table and backdrop package
- ❑ Target Marketing Media is NOT responsible for any lost, damaged, or stolen items.

BEVERAGE PRODUCTS

- ❓ **Absolutely NO ALCOHOL DRINKS (by vendors) can be sold by vendors during the Expo.**
- ❓ All other beverage products such as tea, lemonade, slushies, fruit drinks, smoothies, etc. are subject to approval by event organizers along with food vendor application.

If you need more information leading up to the Home For The Holidays EXPO, please call

***Tina at (706) 913-6892 or 423-486-7597
twilkins@targetmarketingmedia.com***

Harold 706-313-4409

Exhibitor Kit:

2018 Re3 Women's Expo

Section 1	Key Dates and Times
Section 2	Prior to the Show Registration Ordering Electrical Booking a hotel
Section 3	At the Show Set Up Hours Show Hours Locating the Venue Parking Checking In Finding Your Booth Space Setting Your Booth Up What Your Booth Includes Dimensions of the booth Use of Booth/Rules
Section 4	After the Show Tear Down Clean Up Upcoming Shows
Booth Specs Addendum	
Attachments:	Electrical Order Form Hotel Information Sheet

Section 1

Key Dates and Times

Show Set Up

Saturday September 22, 2018

7am to 9:30am

**Set up must be done on Friday unless you have written approval otherwise.*

Show Hours (Open to the Public)

Saturday, September 22, 2018

10am to 6pm (Open for Exhibitors at 7:00am)

Exhibitors with badges may enter the building at 8am Saturday.

Show Tear Down

Saturday September 22, 2018

6pm to 8pm

**Exhibitors may not tear down early without penalty*

Deadline for ordering electrical power at reduced rate pricing (please request order form) is September 15, 2018.

Section 2

Prior to the Show

Registration

Prior to the show you should have an Application on file with the Re3 Women's Expo office. If you have not signed your Application, please take a moment to review it, sign it and return it by fax or email. If you do not have one, you must fill one out or have the Expo office provide one for you.

Section 3

At the Show

Set Up Hours

Please plan to be at the venue on Saturday to set up from 7am to 9:30am.

Show Hours

The show opens to the public from 10am-6pm to pm Saturday. Exhibitors may enter as early as 7am on Saturday, September 22, 2018.

Locating the Venue

The Chattanooga Convention Center is located at 1 Carter Place Chattanooga, Tn 37402. Park in the rear parking lot, side parking lot, or the parking garage.

Parking

Parking is located Park in the rear parking lot, side parking lot, or the parking garage. The Chattanooga Convention Center charges parking to all exhibitors and attendees. The parking fees are: Convention Center Parking Rates: 0-1 Hour - \$2.00 1-3 Hours - \$4.00 3-5 Hours - \$6.00 5+ Hours - \$8.00 OVERNIGHT - \$12.00. Please visit <http://chattanoogaconventioncenter.org/> for more information.

This pass is good for in and out privileges and can be passed to other staff in your booth if someone is not returning the next day. You may park near the building to unload in designated unloading areas and move your vehicle once completed unloading. Do not leave your car unattended for more than 10 minutes.

Checking In

When you arrive the first time on Saturday, a check in table will be available upon. During the show, this booth will be staffed with exhibition management personnel that can assist you with questions or concerns regarding the Expo.

Upon your first arrival, you will receive up to 4 lanyards and badges that are preprinted with your business name. Only those with badges are allowed to enter the building during set up and during tear down. Keep track of your 4 badges.

Finding Your Booth Space

Take the time to locate your space on the floor plan which will be given to you before or upon arrival at the show. When you show up to check in, you will be given a show directory that also has a map locating your business.

Setting Your Booth Up

Be sure to bring dollies and carts to move your items to your booth area. Although we have access to some dollies and a golf cart, they may not be readily available when you need them. If you need to bring a vehicle into the venue to unload, you must have written arrangements prior to the show dates. You may be required to come in prior to others loading in and our staff must drive your vehicle in and out of the venue.

What Your Booth Includes

Standard Booth (10'X10') if you paid for additional Draping than it will include 8' tall back drape, 3' tall side drapes, 8' X 2½' draped table, two chairs, 1 trash can, a booth id sign.

A corner booth does not have a second 3' tall side drape. If you rented more than one space, you may remove the dividing drape if there is one still in your space. If you rented a large area, please consult with the Re3 Women's Expo staff as to what you are expecting and requesting at your area.

Dimensions of the booth

A standard booth is 10' by 10' if you purchase upgrade package you will have 10' x 10' with an 8' tall back drape and 3' tall side drapes. Please refer to the attached dimension sheet for more information about sizes and restrictions.

Use of Booth/Rules

All demonstrations or other promotional activities must be confined to the limits of your rented exhibit space. Sufficient space must be provided within the exhibit booth area for the comfort and safety of persons watching demonstrations and other promotional activities. Each Exhibitor is responsible for keeping the aisles near its booth free of congestion caused by any promotions or other demonstrations.

Show Management reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason, become objectionable; and also to prohibit or remove any exhibit which, in the opinion of Show Management, may detract from the general character of the Exhibition as a whole. This includes persons, things, conduct, printed matter, and anything of a character which Show Management determines objectionable. In the event of such restriction or removal, Show Management will not be liable for any refunds or other exhibit-related expenses.

The use of sound systems is permissible, provided that they are not audible more than 3-feet into the aisle or neighboring booths, and that the sound is directed into the Exhibitor's booth or vertically. Show Management will have absolute control over the implementation of this regulation.

Your booth must be operational during event times, which is 10am to 6pm Saturday. Showing up late on event days, leaving your booth unattended and/or tearing down early is not acceptable. This is for the benefit of all exhibitors and attendees. **You will be fined \$25 per hour for tearing down early.**

Empty Crates:

Empty crates must be removed and stored by the exhibitor off the premises. The Fire Marshal will not allow storage of any flammable packing goods in or around exhibits.

Fireproofing:

All drapes, curtains, drops and all other decorative material, that would tend to increase the fire and panic hazard, shall be made from non-flammable materials, or shall be treated and maintained in a flame-retardant condition by means of a flame-retardant solution or process approved by the state fire marshal. Exits, and fire extinguisher locations shall not be concealed or obstructed by any decorative material. A pop-up shade canopy is not allowed indoors due to blocking fire sprinklers.

Liability:

Neither Show Management, nor its agents or representatives, will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor's employees, agents, or property from any cause whatsoever. Each exhibitor shall obtain, at its own expense, adequate insurance in the amount specified by Show Management, against any such injury, loss or damage. Show Management may specify itself and/or other entities to be named as additionally

insured parties in such insurance. Show Management shall not be liable for failure to perform its obligations as a result of strikes, riots, acts of God, or any other cause beyond its control.

Anyone visiting, viewing, or otherwise participating in the Exhibitor's exhibit, is deemed as the invitee or licensee of the exhibitor, rather than the invitee or licensee of Show Management. Show Management shall not be liable for any injury whatsoever to property of the exhibitor, or to persons conducting or otherwise participating in the conduct of the exhibit, or to invitees or guests of the exhibitor.

Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the exhibit facility. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, defend and hold harmless Show Management, its employees, contractors and the exhibit hall from all losses, costs, damages or expenses, including attorneys' fees, resulting directly or indirectly from the actions or omissions of Exhibitor, its agents, employees, or independent contractors.

Conduct of Exhibits:

Exhibits must be staffed during all show hours. Dismantling of your booth prior to the official close of the show is prohibited. Storage of empty packing materials within the booth confines or behind any curtains is against fire marshal regulations. Exhibitors are expected to consider noise levels from equipment or from demonstrations when planning their booth layout, so as not to interfere with neighboring exhibitors. Exhibitors should be reminded that any demonstrations or presentations must provide enough of a viewing area for attendees watching such displays.

Security:

The Exhibitor is solely and fully responsible for its own exhibit material and should insure its exhibit against loss or damage from any cause. All property of the Exhibitor is understood to remain in the Exhibitor's care, custody and control in transit to or from or within the confines of the exhibit area.

Security Tips

We take great pride in a high level of security. To maintain our successful security program, we need the help of all exhibitors. Our experience shows that, unfortunately, many exhibitors become complacent regarding the protection of their exhibits, thereby inviting theft by simply failing to exercise minimal security precautions. Therefore, in the interest of providing maximum exhibit security, we would like to offer the following "security tips".

- Don't ship display material directly to the facility for receipt prior to the first set-up day. Del Mar Showgrounds does not have proper secure storage to insure against theft. Any deliveries of exhibit materials should be scheduled the day of set-up.
- Don't indicate the contents on the outside of your shipping cartons or crates. Cartons showing a picture of a TV, VCR, or computer on the outside are more likely to disappear than one that is unmarked.

- Do ship exhibits in sturdy containers, which do not indicate contents. Your company name, date of your show, and your booth number must be clearly marked on all cartons and crates.
- Do consolidate small boxes into one large crate or carton to minimize loss or misdirected freight.
- Don't leave unpacked display material unattended during setup or removal hours.
- Do securely fasten all lightweight high-theft-risk items such as cameras, calculators, stereos, etc. to display boards or lock-in show cases. Personal items of value should never be left in an unattended exhibit.

We sincerely want you to have a satisfying and protected exhibiting experience. Should you have any additional questions, please feel free to contact our staff at any time.

Section 4

After the Show

Tear Down

Tear down is done directly following the show Saturday beginning at 6pm. Exhibitors may not tear down prior to the close of the show without penalty.

Clean Up

Please put all trash in trashcans to avoid being charged by the cleanup staff.

Upcoming Shows

The Re3 Women's Expo will be held every September in Chattanooga and November in Knoxville. Dates are available for the next two shows at the current show you are exhibiting. You may sign up for a future show and request a location before leaving the show. This will ensure you are given preferential choice of location before the spaces are available to new exhibitors. We also have our Christmas shows coming up- Home for the Holidays Expo and other shows you can find at www.targetmarketingmedia.com. You can make arrangements for payment at the show by paying at that time or arrangements to pay at a future date but it always best to communicate your interest at the show, so we can build the future shows around your business. Simply let the Expo staff know how we can help you better plan for future shows.

Thank you for exhibiting at the Re3 Women's Expo. Please call or email if you have any questions not covered in this Exhibitor Kit.

Sincerely,

Re3 Women's Expo & Target Marketing Media Staff

Other Ways Re3 Expo is Being PROMOTED

Check out our Facebook Page: facebook.com/targetmarketingmedia check out our Videos from being on TV Shows

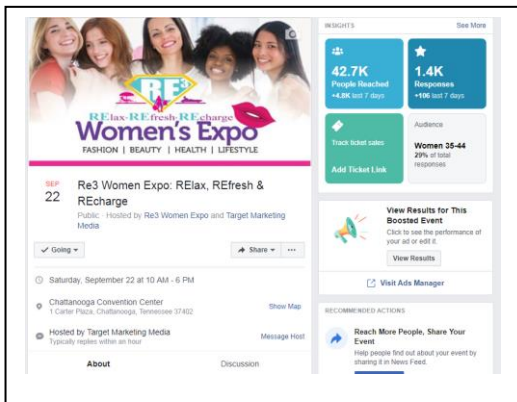
- Outdoor Banners in the NW Georgia, Chattanooga, and Cleveland TN
- Glossy Flyers in many local NW Georgia, Chattanooga, and Cleveland TN family restaurants, Chatt Conv. Centers, local hair salons, nail and massage
- Bi-Weekly Email Marketing to 2,000 people on email list
- TV commercials/interview on WRCB-3 Weekend Today, WDNN-10 Dalton, This & That -9, WDEF-12 Let's Chatt and Good Morning Chattanooga GMC The Fox Edition
- 1,000 large flyers distributed all throughout NW Georgia & Chattanooga
- 5,000 mini Flyers placed in area hotels, restaurants and businesses
- Print advertisements in the Dalton Daily Citizen, Walker County Messenger Catoosa County, Chattanooga Times Free Press, and others
- Websites including the official expo website:
- www.Re3Womenexpo.com , visitdaltongerogia.com, daltonevents.com, chattanoogaow.com, eventsnearhere, J103, exposandshows.com, Eventbrite.com, Facebook groups, local FB yardsale online.
- Social media including official expo Facebook page, Twitter
- and Instagram
- Official news releases and T-Shirts



HOW WE PROMOTE THE EXPO: EMAIL MARKETING, NEWS/TV SHOWS, SOCIAL MEDIA, VENDORS, WORD OF MOUTH, ONLINE, BLOGS, EVENT SITES, PRESS RELEASE



HOW WE PROMOTE THE EXPO: EMAIL MARKETING, NEWS/TV SHOWS, SOCIAL MEDIA, VENDORS, WORD OF MOUTH, ONLINE, BLOGS, EVENT SITES, PRESS RELEASE



Craft

1) Read through all information sent to you regarding the show making note of set-up times and procedures. Make sure you understand all requirements and obligations regarding the show. File all related paperwork so that you can refer to it again just before the craft show. Getting in touch with the show coordinators right before the show is hard to do as they are working very hard to set up the show and extremely inconvenient for them. If you do have legitimate questions, make sure to make a list of them so that you only call once.



2) Always stay open until the very end of the show. Packing your booth early sends the message to customers that the show is over and shopping is done. It also irritates your fellow craft show vendors. Just because you think you may not make a last minute sale **doesn't mean they won't. I can't count the number of sales I've had at the 11th hour** because someone saw something in my booth earlier in the day and had to have my doodad before they left the show. As tired as you are and as anxious as you may be to be **on your way... wait.**

3) Keep a positive attitude at all times. Settle any disagreements, whether with the show organizers, a customer or your spouse, away from the booth. Be positive with your fellow vendors (even if you aren't **a big fan of them or what they are selling**) and customers. **A** positive attitude sets the tone in your booth and surrounding areas making shopping much more pleasant. You may not be the only one selling purple doodads but you can be the NICEST person selling purple doodads.

4) Create a booth that is inviting and pleasing to the eye. Keep boxes and packaging out of view and keep your space clean and tidy – including during set up. Make sure all table coverings are laundered before the show if needed. Make sure your tent is clean and in good repair. Visit retail stores while designing your booth set-up or a visit with a friend who is an interior designer for inspiration.

5) Do some of your own marketing for the show in advance. If every vendor reached out to their friends, family, social media circles etc. it would benefit every vendor at the show. If you received flyers be sure to hand them out.

6) Stay focused on what you are doing – selling and tending to customers. Visit with family and friends in the food court, leave your children with a babysitter, eat your meals away **from the booth and give your shoppers 100% of your attention. Shoppers don't want to** interrupt your conversation or your breakfast to purchase an item.

7) Be professional. Dress nicely and keep advertising, political or off color humor to a **minimum on your clothing, buttons, etc. Unless it's that kind of show. Dressing nicely lends** and air of quality to the items you sell.

8) Talk to people in a general, friendly manner – **no "hard sells"** please. Comment on their **clothing, jewelry, or the weather. Don't sit in the back corner of your space and expect** customers to hunt for you. Be present. Pay attention to the people around you.

9) Be respectful of your neighboring vendors. Keep smells to a minimum, even if you are **selling candles you don't have to light them all. One will do. If you must play music keep it** quiet so that only the people in your booth with hear it. Stay within your defined space, be aware of what neighbors are selling and be **willing to "spell" them if they need a bathroom** break. This helps everyone sales and crates goodwill among fellow creatives.

10) Network. Use set up time, the time before the show opens or just after the show closes to network with fellow crafters. You might **learn of another show you didn't know about** before, find a better hotel rate, or find out where the best bathrooms are. Hand out business cards or flyers to anyone interested. After the show, send out emails, visit blogs and leave comments and promote artists or crafters that you connected with in your social media circles.

Not all craft shows are rainbows and unicorns. Eventually you will have a show that, for one **reason or 10 reasons, just doesn't go well. It will pay to keep these 10 Commandments in** mind no matter what happens.

You just never know... If you are doing several local shows people will remember you and recognize you from show to show. Play your cards well, create products your customers **love and treat them well and it won't be long before they** will be searching for your business name on the vendor list.

You just never know... If you travel to shows you are likely part of a group of vendors who see one another from event to event. Being kind, going out of your way to be helpful and having a positive attitude makes life easier for everyone.

You just never know... where a new client, customer or friend might come from.

Improve Your Booth Etiquette to Increase Sales at Shows

As with any retail business, shows require a certain level of etiquette to ensure you are bringing in as many sales as you can. It isn't enough to be talented; you also need to be aware of the other aspects of this industry that can result in higher profits. They say you catch more bees with honey than vinegar, and the same rings true in the world of shows.

The most important aspect of booth etiquette for arts and craft shows is to be nice. These shows can be long and stressful, and depending on the weather, they can also be incredibly miserable. However, you can't let this show to your customers. Always keep a smile on your face and be prepared to grit your teeth when someone asks you the same question for the millionth time that day. By having a positive attitude during the entire process of a customer's transaction, they will be more likely to return, maybe even with friends. It isn't just the customers you need to be nice to either. The vendors surrounding your booth will be your neighbors for several hours, so you might want to stay on their good side. Even if you aren't the biggest fan of them as a person or what they are selling, being pleasant to them will keep the day going smoothly and keep an air of positivity around you and your booth.

You should also be prepared to stay open until the end of the show or expo. If you start packing up your wares early, your customers may feel like it's time to go home. Those customers are the reason you are putting money in your pocket, so you want to provide them with as much of an opportunity to buy your products as possible. Fellow vendors are also likely to be bothered by an early takedown since it may drive customers away thinking the show is over.

Above all, be professional. This may be a hobby for some, but a job for others. Don't treat the area as your own personal trash can and pick up after yourself when you make a mess. That should be a given since we are all adults here. If you consider your booth to be your place of business, act like it. You want your customers to feel confident when making a purchase from you. If you're friendly, professional, and ready to stay open past the time of closing, you will definitely see a marked improvement in your booth sales.

Crafters' Etiquette

by Karen Booy

as published in CRAFTLINK Newsletter

Ever wondered if you knew all the "unwritten rules" of being a craft exhibitor?

Do List

- DO read all the information you are sent regarding times, set-up procedures, policies and be prepared to abide by them. Then file the information so that you can refer to it just prior to the show. If you do this, you won't have to phone the week before the show when organizers are so busy they are often difficult to reach.
- DO be on time for jurying and set-up for the show.
- DO stay open until the advertised times. Packing up early sends a negative message to customers that shopping is over for the day and they should stop shopping and leave the show.
- DO demonstrate a positive attitude at all times. this is in consideration of people around you. Customers respond to the tone in the room - a pleasant atmosphere increases everyone's sales.
- DO be clear about the space and facilities you have paid for and respect the parameters of your rental space. Organizers must be concerned with fire regulations, safety and traffic flow in the building. Official inspections by the Fire Marshals are common at popular public events.
- DO focus on the task at hand. If you have friends or relatives dropping by to visit with you, take a break and socialize in the "coffee" area instead of behind your table. Food should be eaten elsewhere or as discreetly as possible. Customers might feel they are intruding on your personal time if they need your attention, it is also very distracting for neighboring crafters who are trying to conduct business.
- DO make use of childcare facilities (if available) or make alternate arrangements.
- DO present a professional appearance. Dress professionally and be well groomed. Be mindful that members of the public may take offense to clothing with certain advertising or questionable humor.
- DO make your space an inviting environment. Standing up, making eye contact, smiling and greeting customers in a friendly manner goes a long way towards increasing your sales.
- DO keep your display and workspace clean and tidy. Storage boxes and garbage should be well out of sight.
- DO make yourself aware of other products available at the show so that you can refer customers who are looking for a product you don't carry. This helps everyone's sales and creates goodwill.
- DO make a special effort to distribute as many flyers and posters that you can increase in numbers mean increased sales!
- DO thank organizers if you're pleased with the show. If you feel there were problems, offer suggestions to the organizers for improvements. Also be sensitive to their point of view if they don't agree with you. Sometimes changes cannot be made because of conditions beyond their control.
- DO resolve conflicts with show organizers or others away from the sales floor. Customers and other vendors are uncomfortable when tension is evident and everyone's sales suffer.
- DO learn from the jurying process. Remember that the objective of the jurying process is to ensure that a good selection of saleable and compatible products that are showly priced will be available for the show. Overall selection will vary from year to year, as may the jury panel. If you weren't selected on year, do apply again the next year.

Tips for a good Show

- Be willing and prepared to work as much as possible
- Do bring a display that fits the size allotted.
- Do smile and interact with customers in a casual & friendly, yet business - like manner.

- Keep jokes and casual conversations with other vendors to a minimum.
- Pay attention to customers' needs. wants. Upselling should be kept to a minimum.
- Deep an accurate inventory list.
- Have an item to donate for gift basket/door prize.
- Have all items clearly marked with price.
- Bring lots of business cards.
- "Fluffing" and tidying of displays is important. Keep inventory for sale facing audience.
- Never criticize or demean another vendor's product or personality.
- Make a point of getting to know the other vendors and their products. does it complement yours? You never know where a new client or friend might come from.
- Don't openly solicit vendors for "your" show. There is a time and place for everything.
- Be prepared to hande cash and credit cards.
- Don't bring a product that was not juried.
- Remember, be willing to "go with the flow" ... the show and season are short!

How to Maximize your Time & Effort

- Dress up. Let your customers know they are buying quality from classy people.
- If you have a problem go directly to the source - don't undermine the show by grumbling to each other.
- Teamwork - build each other up.
- Hand out flyers - they are costly so don't waste them by not distributing them, only to have to throw them out after the show.
- Come to the show happy. A smile is very contagious.
- Treat every single customer with courtesy and respect. Without them there would be no show!
- Please understand that the promoter of the show is under a great deal of stress during the show. She is working on your behalf so help where you can.
- Have fun!

Craft Show Etiquette

- **Respect** - Respect other vendors around you - don't plan your display so large that it infringes on the people on either side. Don't cover the entire floor area with boxes during set up.
- Respect the organizers. If there is a problem, discuss it with the show organizer (who can do something about it), not the people on either side of your display.
- **Product Line** - Check with the organizers before adding any new items to your display. The vendors have been well placed and anything new may be the same as someone next to you.
- **Promotion** - Do what's asked of you regarding the advertising and let the organizers know what you've done.

- **Presentation** - Dress well. No jeans. The more effort you make to look good, the better your sales will be. If you don't make the effort to look good the customers will think your craft was thrown together as well.
- **Display** - Use the space you paid for. Rarely will a sale allow electrical cords running across the floor, so if you need to use electricity make sure you pay for and request a wall space.
- Don't change your display at the last minute and expect the organizers to remove a table from your spot on the day of the sale. It interferes with the other vendors people setting up their displays.
- Only use the space you paid for. The tables have been carefully laid out to pre-show requirements. If you see extra footage not being used, it may be that the person who has paid for it has not yet arrived.
- **Paperwork** - Check to make sure your check has been cashed so you know you're registered. One year, we had three people show up for their tables who we did not have registered. It was embarrassing at the time thinking we were to blame and then the next week they sent checks in with an apology.
- **Harassment** - Don't phone the organizers repeatedly with questions. Save them all up and make one call. Better yet - read your show material - chances are the answers are there! The organizers are dealing with a lot of other vendors and if they all called three or four times, it amounts to a lot of time on the phone! Wouldn't you rather have your show organizer spending her time promoting the show to improve your sales????
- **Complaints** - Don't complain out loud how the sale would be better if only the weather were better, or in some cases, worse. Customers overhear these remarks and get a negative spin on the sale.
- **Bridges** - Don't burn your bridges with the organizers. Even if you haven't done well at that particular sale, always seek out the organizers and say thank you. Believe me, it's remembered and may make a difference the following year when the tables are being allocated.
- **Preparation** - Make a checklist of things you'll need to take to the sale. Sometimes the obvious things like a float, extension cord, power bar or table covering get overlooked and the organizers may not have an emergency supply to cover your forgotten items.

Keeping It Positive

- Be customer friendly, focus on selling, talk to people, and stand up.
- Be positive and encouraging - even when you aren't doing as well as you would like.

- Smile be enthusiastic, and approachable. Consider the needs of the other people around you.
- Bring any problems to the promoters first, don't spread problems, it creates a negative atmosphere that no one needs.

Tips

Display-Display-Display - I can't stress enough the importance of display. It gives a show a professional look when all vendors have creative displays. It keeps the customers coming back year after year, and most important it improves your sales. Nothing looks more like a flea market as when vendors lay everything on a table in front of them. I would almost go as far as banning tables all together except some people do use a table creatively.

- Be courteous of your booth neighbors. Stay within your space.
- **Dress** - Dress professionally! You are representing your work - if you were selling at a department store you would have a dress code. Here you are selling your work, show some pride and dress accordingly (never old jeans or sweats).
- If possible man our own booth at all times. People like to talk with the artist. No one knows your work like you do. If you are unable, be sure the person you have is knowledgeable about your work.
- **Set Up and Tear Down** - Be sure to be set up on time. Nothing is more unprofessional than opening the doors to the public and you are still unpacking stock or rearranging displays. when the doors open you should be ready at your booth with a smile to greet your customer.
- Never start to dismantle your display before closing. If the show is over at 5pm, then at 5:01 is when you should start tearing down. Although it is often slow during the last hour of a show, there are still customers who might hurry out without buying if they think you just want to get out of there. Even if you don't have a sale your neighbor might - so be respectful of that.
- **Paperwork** - Submit all forms, contracts and payments to show management on time. Organizing a quality show is a lot of work and when we have to waste hours calling exhibitors for paperwork of payments - we could be lining up more promotions etc. it is very frustrating.

A Promoter's Pointers

- Stay out of other people's booths if you don't have an invitation... particularly booths with similar products to your own.

- Wear your identification even if most of the staff know you. Keep your booth open and looking sharp at the hours that the show is open. Don't start packing up an hour before closing!
- Follow up promptly with orders and commitments that you make at a show. failure to do so not only reflects on you but on the show as well.
- Be neatly dressed and clean! wear deodorant - comb your hair!
- Try and have relief for lunch and coffee breaks if possible. Don't eat in your booth....and certainly do not drink (alcohol).

I am sure that you found these tips to be extremely enlightening. You will now be off to the shows on your best behavior! Have a great show season.

Craft Show Checklist

- | | |
|---|---|
| <input type="checkbox"/> phone | <input type="checkbox"/> bags (small plastic) |
| <input type="checkbox"/> phone charger and cord | <input type="checkbox"/> bags (paper) |
| <input type="checkbox"/> cash aprons | <input type="checkbox"/> labels |
| <input type="checkbox"/> change | <input type="checkbox"/> water |
| <input type="checkbox"/> multi tool | <input type="checkbox"/> snacks |
| <input type="checkbox"/> duct tape | <input type="checkbox"/> band aids |
| <input type="checkbox"/> scotch tape | <input type="checkbox"/> lip balm |
| <input type="checkbox"/> safety pins | <input type="checkbox"/> products to sell |
| <input type="checkbox"/> scissors | <input type="checkbox"/> screen cleaning wipes |
| <input type="checkbox"/> lint roller | <input type="checkbox"/> notepad |
| <input type="checkbox"/> credit card device | <input type="checkbox"/> calculator |
| <input type="checkbox"/> receipt book | <input type="checkbox"/> hand sanitizer |
| <input type="checkbox"/> business cards | <input type="checkbox"/> Sharpies |
| <input type="checkbox"/> free shipping code cards | <input type="checkbox"/> trash bag |
| <input type="checkbox"/> newsletter sign-up sheet | <input type="checkbox"/> wet wipes |
| <input type="checkbox"/> custom order forms | <input type="checkbox"/> Advil |
| <input type="checkbox"/> fabric look book | <input type="checkbox"/> clipboard |
| <input type="checkbox"/> pens | <input type="checkbox"/> Kleenex |
| <input type="checkbox"/> jars to hold cards | <input type="checkbox"/> binder clips |
| <input type="checkbox"/> product inventory | <input type="checkbox"/> mints |
| <input type="checkbox"/> dress form (for display) | <input type="checkbox"/> needle and thread |
| <input type="checkbox"/> crates (for display) | <input type="checkbox"/> tape measure |
| <input type="checkbox"/> tablecloth | <input type="checkbox"/> photos of booth set-up |

CRAFT SHOW CHECKLIST



FOLDING
CHAIR



BUSINESS
CARDS



FOOD &
WATER



MAILING LIST
So you can stay in touch with
your customers.



TOOL KIT
Tape, hammer, pliers, tacks,
scissors, safety pins, twine,
zip ties, band-aids, tampons,
extra price tags, ibuprofen,
hand wipes, paper towels.



TOOLS OF
YOUR CRAFT



CASH &
CALCULATOR
Keep in a cash box, apron or
fanny pack.



PACKAGING
Bags, boxes and tissue for
packaging customer purchases.



SQUARE APP
& READER
Download and order online for
free at squareup.com.



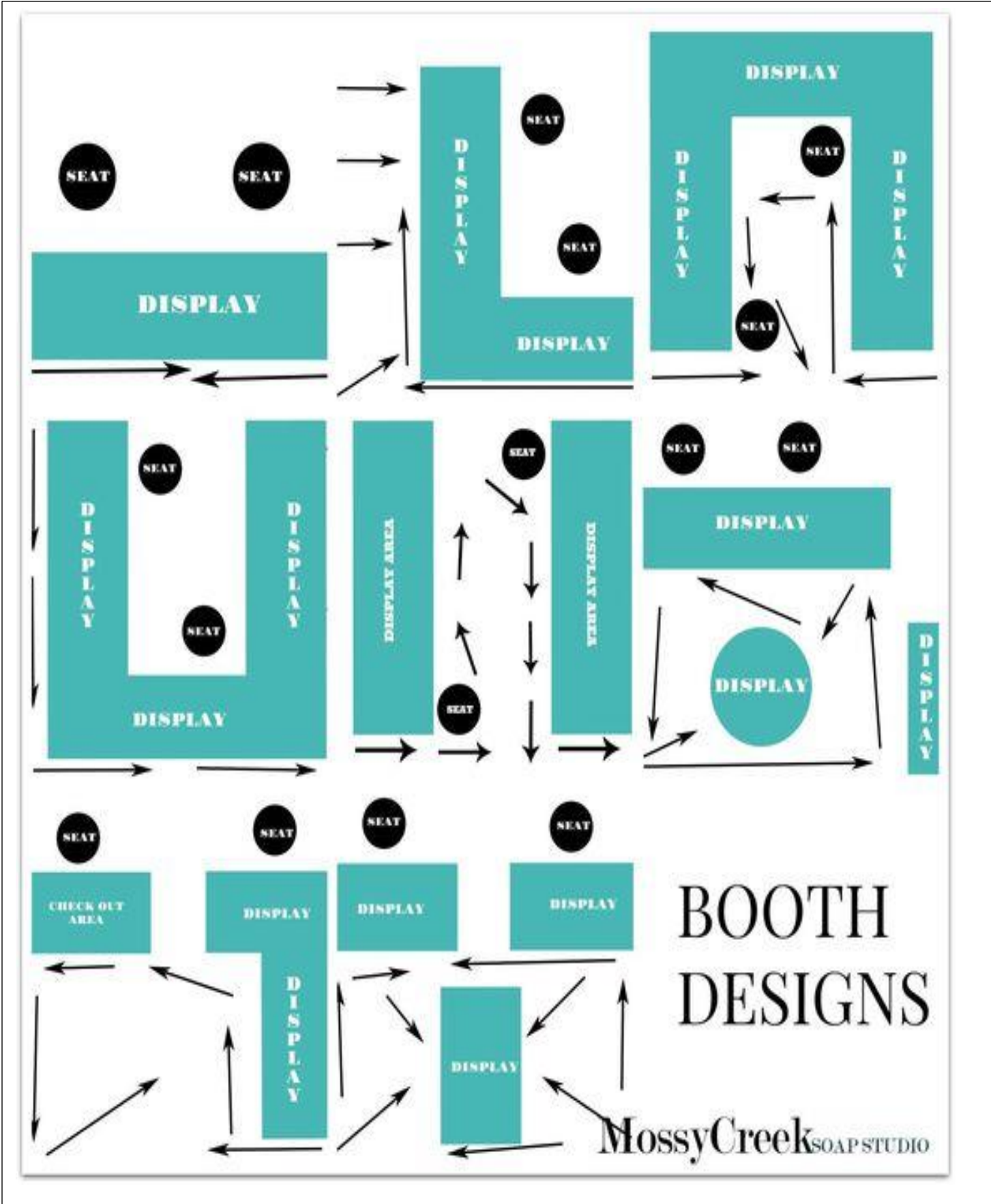
COMFORTABLE
SHOES &
LAYERS



NOTEBOOK
& PEN
Track your sales and
inventory.

adventures in
MAKING
ADVENTURES-IN-MAKING.COM

A COMMUNITY
BLOG FOR
CREATIVE PEOPLE.



BOOTH DESIGNS

MossyCreek SOAP STUDIO