



Booth Preparation

RBA Business Fair

Sat., Mar. 26, 2011

9 a.m. – 2 p.m.

Rossford Junior and Senior High Schools

Vendor Reception – Friday, Mar. 25, 5:30 - 7:00

As the Rossford Business Association (RBA) prepares for the 6th Annual RBA Business Fair on Sat., Mar. 26, 2011, the committee would like to share some ideas and tips to ensure a successful booth.

TIPS FOR A SUCCESSFUL BOOTH

- Know who your customers are and make sure this matches who will attend the event.
- Interact with every person who walks by your booth. Make eye contact, smile and create an interactive environment with as many people as possible.
- Decorate your booth with drama and artistic flair. Utilize your own lighting, use high quality, interesting decorating materials like velvet, flowers and mirrors. Use attractive and professional displays, signs, photos and let your displays create ideas for use of your products or services.
- Offer brochures, flyers, your business cards. Not everyone will purchase from you on the day of the event. These marketing materials will also help you solicit interest for additional purchases and referrals.
- Offer gift certificates if your business or service is accessible for this.
- Dress to attract interest for what you are trying to promote or to match the theme of the event so you bring more attention to yourself and your booth.
- Gather an e-mail list of interested participants to use for future marketing and within 24 hours after the event, send a thank you. E-mail to let them know how much you appreciated their interest and to remind them that you have added them to your mailing list and that their contact information is confidential and never shared.
- Follow-up on all leads that you generated at the event within seventy-two hours, while interest is still strong or they will probably be lost forever.
- Gather business cards by offering a drawing for one of your products or services.
- If you have videos for sale or informational videos about your products or company, continuously play them to attract interest.

(Continued)

- Offer complimentary chocolate, beverages, anything to get them to stop ... but don't just display it in a dish; offer it with outstretched hands and eye contact so that interaction is inevitable.
- Vendors at the event are also potential customers. Take time to introduce yourself and your business to as many of them as possible, show sincere interest in their products or services and offer them a discount at your booth.

Source: Jeff Richards; Creative Business Adventures and SEO Web Pro

FIVE WAYS TO IGNORE YOUR CUSTOMERS AND ASSURE YOU WASTED YOUR TIME AND MONEY

1. Read a book while waiting for potential customers to distract you when they have a question about your products or services.
2. Wander away from your booth for extended periods of time.
3. Instead of focusing on your potential customers, bring a friend so you have someone to talk with.
4. Don't speak unless spoken to.
5. Don't post prices for your products.

Source: Jeff Richards; Creative Business Adventures and SEO Web Pro

We hope this information proves valuable to you. Remember, more than 8,500 neighbors have attended the event throughout its history. We expect to continue to grow the Business Fair with great entertainment, food and exhibits from Rossford and the surrounding area. With your outstanding booth, the event only grows in size and prestige.

If you have questions regarding the RBA Business Fair, please contact a committee member listed below.

2011 RBA Business Fair Committee

Name	Phone	Email
Brenda Schwind	419-720-4701	bschwind@directionscu.org
Dr. Bill Zouhary	419-666-3327	bzouhary@hotmail.com
Chrissa Liskai	419-872-8326	cliskai@first-fed.com
Justin Knierim	419-666-1910	justin.knierim@edwardjones.com
Ellen Finkbeiner	419-693-7550	dogmom08@hotmail.com
Julie Roberts	419-708-7302	JRoberts@kingstonhealthcare.com

www.rossfordba.com