



Maine Small Business  
Development Centers

# Booth Basics

*Presented by:*

*Peter G Harriman*

*Certified Business Adviser*

*Center Director*

*Maine SBDC at University of Southern Maine*



## PURPOSE OF THIS WORKSHOP

THIS WORKSHOP WAS DESIGNED TO HELP UNDERSTAND THE BASICS OF PRE-SHOW PLANNING, BOOTH DESIGN, CONDUCT AT THE SHOW, COMMON FORMS AND BROCHURES, AND AFTER-SHOW PRACTICES

- Note: This class will be recorded and available after today. We will email you the instructions using the emails you signed up with!



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## SUMMARY AGENDA

- Introduction
- Pre-Show
- Booth Design
- At-The-Show
- Post-Show
- Guest Speaker!!!

SEA BAGS  
★ MAINE ★



Dillon Leary,  
Wholesale Manager



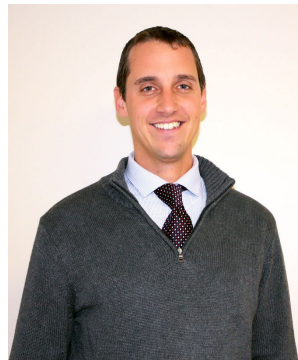
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## WHO AM I AND WHO DO I WORK FOR?

- PETER HARRIMAN, CENTER DIRECTOR
- MAINE SMALL BUSINESS DEVELOPMENT CENTER  
AT THE UNIVERSITY OF SOUTHERN MAINE



55 EXETER STREET,  
PORTLAND, MAINE 04102  
PHONE: [\(207\) 780-4844](tel:2077804844)  
[WWW.MAINESBDC.ORG](http://WWW.MAINESBDC.ORG)



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## WHAT DOES THE SBDC DO?

- PROVIDES **FREE & CONFIDENTIAL** BUSINESS ADVISING TO MAINE BUSINESSES AND ENTREPRENEURS, INCLUDING:
  - BUSINESS PLANNING
  - BUSINESS STARTUPS
  - CREDIT & FINANCING
  - FINANCIAL ANALYSIS
  - MARKETING & SALES
  - OPERATIONS & MANAGEMENT
  - MUCH MORE



## DISCLAIMER

THE SBDC DOES NOT PROVIDE TAX, LEGAL OR ACCOUNTING ADVICE. THIS MATERIAL HAS BEEN PREPARED FOR INFORMATIONAL PURPOSES ONLY, AND IS NOT INTENDED TO PROVIDE, AND SHOULD NOT BE RELIED ON FOR, TAX, LEGAL OR ACCOUNTING ADVICE. YOU SHOULD CONSULT YOUR OWN TAX, LEGAL AND ACCOUNTING ADVISORS BEFORE ENGAGING IN ANY TRANSACTION.



## Pre-Show Planning: Should you do a trade show?

### Benefits:

- 1) Discover new stores, or vice versa
- 2) Build a mailing list of other store owners and buyers
- 3) Meet the press
- 4) Adds a bit of credibility to your business

### Cons:

- 1) Booth fees
- 2) Display creation w/ product samples
- 3) Time
- 4) Travel costs



## Which Shows?

- Begin doing research on the various shows.
- Try to walk at least one show (often shows will have visitor passes)
- Ask the Organizers:
  - Fees? Application deadlines or process? Types of products at the show (and average price points)? What companies come to the show? How many and what type of buyers were in attendance at the last show? Were total sales tracked from the last show?



## Pre-Show Groundwork

To maximize your time at the show, strive to do the following if possible:

- Pre-show email
- Facebook ads by geographic region to target market
- Hit your socials (blogs, guest blogs, etc)
- See about advertising in the show directories, mailings, or website



## What to bring?

- Product samples – at least one of every product with cosmetic helpers – like an iron, lint brush, glass cleaner, etc
- Booth Display and tools – Hammer, screw driver (DUCT TAPE)
- Wholesale and promotional materials – line sheets, catalogs, business cards
- Order Placing – Order forms, writing tools, clipboards, carbon paper for duplicate orders, 3 ring binder
- Office Supplies – calculator, paper, stapler, scissors
- Promotion Kit – Called a Press Kit
- Snacks and water!!!!



## Must Have Wholesale Materials

- Line Sheet
- Catalog
- Order Form
- Invoice
- Business Cards



## Line Sheet

- A list of all your products and prices
- Two basic types –
  - with and without images
- Typically should list each product including **item number**, title or description, any available options (color, size, length) and price.
  - Any per piece minimum order should be mentioned on the line sheet


This is your #1 Selling TOOL!!!



## Creating Item Numbers

- Every product in your line should have an item number (often called a SKU) assigned. This helps immensely when taking orders and communicating with buyers.
- Your system can be a combination of numbers and letters, but typically you want it to be no more than 8 digits long.
  - Develop a code that means something – such as the general class of product, color, size, etc.
- For example:
  - DT-W-LG-S = Dining room table, Wooden, Light Gray, Small
  - SE-2F-PF-LC = Silver Earring, 2 Feathers, Polished Finish, Long Chain



SKU	vs	UPC
<div style="border: 1px solid black; padding: 5px; margin: 0 auto; width: 80px;">ZG011AQA</div>		 0 123456 789012
Unique for each retailer		Consistent across retailers
Alphanumeric		Numeric only
Varies in length		Always 12 digits

<https://squareup.com/townsquare/stock-keeping-unit>



Fall 2013

## The Best Damn T-Shirt Company

Place your order by phone 1.800.MYSHIRT or on our website: [www.bestdamntshirtco.com](http://www.bestdamntshirtco.com)

**Wholesale Terms:** Opening order minimum of \$300; reorder minimum of \$150. Visa, MasterCard, Amex, Company Check or Net 30 terms (as established). First orders must be prepaid via cc or check. FOB Columbia, SC. Orders of less than \$500 ship within 3 business days via FedEx Ground service. Complimentary shipping within the US on orders of \$400+.



**Don't Compare (women)**  
Item #F13-WDONT  
\$15 each, minimum of 5  
Recommended Retail: \$30  
Light Blue, Lemon, Black  
100% combed jersey cotton  
XS, S, M, L



**Unicorns & Rainbows (women)**  
Item #F13-WUNIC  
\$15 each, minimum of 5  
Recommended Retail: \$30  
Lemon, Coral, Grass, Black  
100% combed jersey cotton  
XS, S, M, L



**High Destiny (women)**  
Item #F13-WDEST  
\$22 each, minimum of 3  
Recommended Retail: \$45  
Organic cotton, natural dyes  
Light Pink, Natural, Navy  
XS, S, M, L



**Don't Compare (men)**  
Item #F13-MDONT  
\$17 each, minimum of 3  
Recommended Retail: \$35  
Grass, Black, Ash Grey  
100% combed jersey cotton  
S, M, L, XL



**Unicorns & Rainbows (men)**  
Item #F13-MUNIC  
\$17 each, minimum of 5  
Recommended Retail: \$35  
White, Black, Grass  
100% combed jersey cotton  
S, M, L, XL



**High Destiny (men)**  
Item #F13-MDEST  
\$24 each, minimum of 3  
Recommended Retail: \$48  
Heather Blue, Ash Grey, Grass  
Organic cotton, natural dyes  
S, M, L, XL

[www.bestdamntshirtco.com](http://www.bestdamntshirtco.com)

Jane Shirtmaven 123 Tailor St. Any Town, USA 123456 1.800.MYSHIRT hello@bestdamntshirtco.com

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### MENS/WEAR SS 15



**S13001**  
Slim-Fit Multi Check  
Shirt  
Wholesale: \$21.28  
Retail: \$59.50



**S13002**  
Slim-Fit Non-Iron  
Shirt  
Wholesale: \$35.77  
Retail: \$64.50



**S13003**  
Slim-Fit Utility Shirt  
Wholesale: \$32.72  
Retail: \$69.50



**S13004**  
Heritage Button-  
Down Shirt  
Wholesale: \$42.72  
Retail: \$89.50



**S13004**  
Tailored Slimfit  
Tuxedo Shirt  
Wholesale: \$37.60  
Retail: \$69.50

### DELIVERY 1 WOMENS

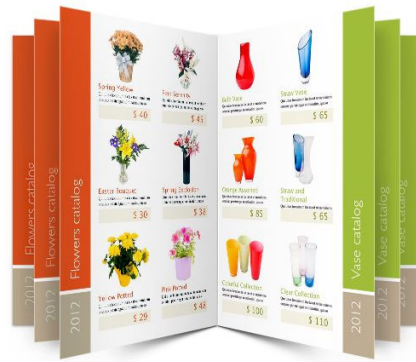
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## Catalog

- Promotional advertising tool to show off your products
- Leave off pricing information (give a catalog with a line sheet to prospective buyers).



## Order Forms

- Top of the form should have your company's name and contact information with space to write the order number (or purchase order number), buyer name, company name, email and phone number, shipping and billing addresses, payment method, and estimated shipping date.
- Because there is so much information to get at Trade Shows when you need to process orders quickly, you might want to simply staple the buyers business card to their order form.





## Business Cards

- Business cards – try not to get TOO creative. Most people who are going to ask for your business card are going to be collecting many others typically in a business card holder. If your card doesn't fit, it might get lost.



## Booth Design

- Attract attention to the product!
- Large pictures of your brand (name or logo) should be prominent and communicated through the booth design
  - Often pictures of either a process or the product in use in everyday life is more interesting or compelling than just a picture of the product
- Communicate effectively – large words, large numbers, easy to understand
  - Your booth should have the room to conduct business efficiently!



## Designing The Booth

- To help visualize the booth, make a model! Or draw it out!
- Remember the booths come in different sizes – so aim to make your booth both PORTABLE and MODULAR
- Confirm with the show what is included (rentals?)
- Remember the 3 proofs –
  - fireproof, windproof, and leanproof!
- Be electrically safe – 3 pronged cords and plugs



## Details Matter!

- Color Matters!!!
- Lighting Matters!!!
- Photography should be professional and stylized like your brand
- Displays and fixtures can help tell a story
- YOU are part of the display!!!



## Typical Product Display Heights

Different shelf heights engage the eyes

- 32" to 36" is generally too low except for interior-design items
- 36"-42" used for handled items
- 42" to 48" Prime Selling Height
- 48" to 54" used primarily for hanging items, lamps, etc

Product should be kept off the show floor



## Tips to Remember

- In general – people attend craft shows for play and trade shows for work
- Leave your booth number up!
- Use the corners!
- Don't put product on the floor
- The two foot rule – most buyers will only notice the first two feet
- Get a tall chair









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## Conduct At The Show

- Look happy and interested (turn your cell phone off)
- Greet customers but refrain from asking “yes” “no” questions
  - Instead, lead with advising the customer of your best sellers etc.
- After the greeting, wait for the customer to initiate further contact or interest
- Negotiation – uncover any issues that might prevent the sale
- Close the sale – it is simple, just ask!



## Three Priceless Sales Techniques

- 1) Have Fun – the energy and excitement is contagious
- 2) Crowds attract Crowds
- 3) Employ as many senses as possible



## Common Buyer Questions

- What is your product made of?
- What is the top selling item?
- What is the minimum order (cash amount or item amount)?
- How are they manufactured?
- Various questions about pricing.



## Post Show

- Review what went well and what didn't – change or make notes immediately
- Fulfill Orders received – but stick to agreed upon ship dates
- Follow up on any Leads
  - Make it personal
  - Create a call to action to order
- Decide on any new products
- Always take care of your current accounts





And now the Guest Speaker!!!

# SEA BAGS<sup>®</sup>

★ MAINE ★



Dillon Leary,  
Wholesale Manager of Sea Bags



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## The Sea Bags Booth



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## Summary

- Prepare for the show – create a checklist
- Design the booth for maximum impact
- Work the show – don't just attend
- Follow up after the show
- Have fun!



## Questions?

- Reminder:
  - This course was recorded and will be available for playback on our website.
  - We will email instructions after the class.



## How to Contact Your SBDC

In Maine -

- [www.mainesbdc.org](http://www.mainesbdc.org)
- Online Requests, locations, business advisor contact information

Phone:

- (800) 679-7232
- Or email at: [mainesbdc@maine.edu](mailto:mainesbdc@maine.edu)

Other States: (see next slide)



## Other SBDC Office Contact Information:

- Massachusetts SBDC - <https://www.msbd.org/>
- Vermont SBDC - <https://www.vtsbdc.org/>
- New Hampshire SBDC - <https://www.nhsbdc.org/>
- Connecticut SBDC - <https://ctsbd.com/>
- Rhode Island SBDC - <https://web.uri.edu/risbdc/>
- Anywhere else:
  - <https://americassbdc.org/small-business-consulting-and-training/find-your-sbdc/>



## New England Made Show

- <https://www.nemadeshow.com/>

### Spring Show

March 16-18, 2019

Portland, Maine

- [info@nemadeshow.com](mailto:info@nemadeshow.com)
- Tel 207.781.5756

