

TRADE BOOTH CONVENTION CHECK LIST

EXHIBIT B

THINGS TO BRING:

Jewelry

Order Forms

Make sure the pink copy is stamped/labeled with your name, phone and email.

Catalogs (just a few)

Don't hand these out - show a customer what it looks like but tell them you will be happy to mail them one. Then make sure you tell them you will call them in a few days to make sure they got it.

Curiosity Packets - Make sure you prepare these ahead of time -use at Home Shows too

Buy Zebra packets from Premier Incentive Store and fill each packet with:

Mini catalogs – make sure to have a sticker with your contact info on them.

NOTE: This is the only type of catalog I hand out at a show or convention!

Mini Sponsoring brochure

NOTE: NEW MINI catalogs as of Rally 2011 have this info INSIDE Mini Catalog!!

Hostess/Sponsoring Flyer - see attachment

HELP Wanted Ad with Phone OP Flyer

Business Card!!!

Buying Coupon - optional

Sponsoring Coupon - optional

Sponsoring packet or OP

I bring the big ones - but you can use the small ones and say you will send them a big one.

Convention Surveys

This is the Guest Survey revised for Convention/Trade Show Use!

It is also my RAFFLE TICKET to the Door Prizes

Door Prize

Most conventions will require or ask you to offer a door prize. I like to do it at my booth rather than give them the prize to announce in the "convention" - it enables me to collect names instead of the convention administrators using their database. this is particular imp if you don't get an attendee list!

I used to give away jewelry - now I give away a gift certificate for \$25. If it is a huge convention I give several away. Statistics show that less than half the people that get a gift certificate redeem it and if they do you have a pretty good prospect for a hostess or new jeweler.

I highly recommend displaying your door prize and letting people know WHEN you will you raffle off your door prize. IF AT ALL POSSIBLE for your BUDGE - Raffle off a door prize every half hour or hour at a business convention!!!!

Giveaway or incentive - 1/2 sheet of 8 * 11 paper - buy one get one half off with exp date!

TRADE BOOTH CONVENTION CHECK LIST

I use half of an 8 1/2* 11 piece of paper and offer Buy one get one free. Be sure to put an expiration date on it and use a coupon code to tell you where and when you offered that promo. Use a hot color to make it stand out. At conventions everyone goes to booths to "get something free". This is a great gift you can give everyone without costing you a dime!

Cash

Mirrors

Sign Displays: (use picture frames or acrylic display stands))

Hostess Benefits

A sign that says "**Can you picture yourself as a jewelry lady?**" in a picture frame

Sprinkle Impulsive confetti on your display table - both at the trade show and use it at your shows too! Such confetti might say "**My average hostess gets \$250 in FREE Jewelry**", "**Want free jewelry?**" "**Need more cash? I am HIRING TODAY!**", "**Want a flexible fun job? Come work with me!**" or "**Do you love your job as much as I do?**"

Drawing Notice

Credit card sign - Propay gave these away free at Rally! If you don't have one make small signs and put them in a picture frame saying "I accept Credit Cards!"

Do you need extra income?

Purse night invite - make sure people know they can learn about our business and you offer a non-committal, informational presentation - list TIME, Date and PLACE.

Convention Specials - need to have one b/c EVERYONE asks and wants it. It's a great way to take orders if you can't sell. Give them a mini catalog and tell them if they place an order before the conv is over they will get 20% off!

Business Cards

DON'T LEAVE HOME WITHOUT THEM - EVER!!!!!!

Pens- lots of them

OMG - you have to bring a ton of pens and put them all around your table

If people have to wait for a pen to fill out a survey/raffle form they will leave.

Small table

Table Cloth - Red, White, Blue, Crème, Pink....not Black! It won't draw attention to YOU!

Red cloth for "impulsive" shopping or interest

Candlestick pedestals with rubber made shelf to make a "mini table" on top of your table

You can buy the candlesticks (for a pillar candle) almost anywhere - Garden Ridge, Kirklands, a department store clearance section, etc.

You can buy the rubber made shelf at Lowe's or Home Depot - they come in black or white. The acrylic ones are much more expensive (so why buy that!). The store will cut the shelf down to whatever size you want.

You just added more space to your booth for free. Plus it creates a great perspective to the table. I use it to display my jewelry displays since the shelf is only 6-8 inches wide.

SHIRT Dressed with Jewelry

Get several color tshirts, put on no-slide hangers, and dress with different combinations of jewelry. Some jewelers do this at home shows - I also do at a booth. I hang the shirts from the front of the table - especially if there is a table skirt. Otherwise you may want to bring a string - or heavy yarn - and TAPE to each end of table (so bring heavy duty tape so you can) so you can hang onto the string! Great visual!!!

TRADE BOOTH CONVENTION CHECK LIST

Premier Designs Banner from Town & country

You can buy this from Towne & Country - it is beautiful! At Rally it cost \$27.10.

A Corporate Banner - it stands 6 feet tall (Senior Leader may think about as there is a cost!)

The banner scrolls up in a 5 lb tube and assembles very easily. I had mine made to minmick my Custom Business Card! It is expensive but WOW! What a statement. My printer for Banners, postcards, promotional items (pens), email intes and announcements is **McEwen Printing** at **www.mcewencreative.com**. Tell Julie McEwen Melia sent you so she gives you a jeweler discount! Julie is amazing and a HUGE fan of Premier! **Andrea Robinson at AT Design and Illustration** makes my business cards and makes them personalized for other jewelers so they look like YOU. Andrea handled ALL my design, marketing and advertising for my former gift company. She is amazing! She can be contacted at **www.atdesignandillustration.com**. Tell Andrea Melia sent you! **Andrea also sets you up on Constant Contact** which is a HUGE lifesaver for email blasts to customers! There is no fee from her and you pay constant contacts monthly fee to use them - but she handles all the SET-UP and any issues later on!

Jeweler stamp - to stamp during dead times

Just in case you failed to stamp or label everything be sure to use the 'dead time" to be productive!

Name tag for yourself

Be sure to wear a name tag with it on your right side of your chest.

Pad of Paper

Keep a TO DO LIST of all the things you said you would do and when you are to do them. Uphold the integrity of Premier and you as a serious business owner and "DO WHAT YOU SAID YOU WOULD DO!"

Bring comfortable shoes to set-up and break down

I ALWAYS wear my sneakers in and out (Jersey girl that commuted to NYC trick!). Bring your "show" shoes in a bag and put them on as soon as you are done setting up your booth.

ROLLING CART - OR - Luggage Cart!!

Don't break your back carrying in your bags, supplies and jewelry. I use a luggage cart (we all have one or you can buy one for less than \$20). Or if you can afford it but a rolling cart at Lowe's or Home Depot to carry everything in all at once. Sometimes you have to walk a log way to get to your booth!

SAMS CLUB has an AMAZING collapsible red canvas wagon for \$50!! Fabulous! It can fit 4 jewelry bags and rolls you from your car to the table. Best Purchase EVER!

Pre-show things to do:

Stamp and label EVERYTHING - if you don't have everything labeled your tie, effort and money is worthless. You will lose the opportunity for someone to call you!

Phone list of people to call during dead times

Make copies of incentive Give-away

Curiosity Packets