

2008 EXHIBITOR MANUAL



Welcome to the 2008 Big Boys Toys and more show.! The following information is provided to help assist you with any questions you might have setting up your booth. Good luck & enjoy the show.

Dates July 12th & 13th

Show Hours 10am until 8pm Saturday/Sunday 10am until 5pm

Location Cajundome Convention Center
444 Cajundome Blvd.
Lafayette, LA 70506
337-265-2100

Exhibitor Badges Exhibitor badges will be provided for expo working staff only. Badges will be given out during setup on Friday. Each exhibitor will receive 5 badges. Additional badges are available upon special requests or for \$5.00 per badge.

Badges must be worn at all times

Assignment of Booths Note: All booths will be assigned on a first come basis. You will be assigned a booth during the process period.

Booth Equipment All standard booths will have the following
8' high back drape, 3' side drape
6' covered & skirted table, 2-chairs, 1 waste basket
7' x 44" exhibitor sign.
NOTE: All Electrical, telephone, internet, services table, etc. are extra.

Additional Booth Decorator Services Any additional equipment such as tables, chairs, drapes, audio visual, labor, etc. is available through our expo decorator; Clark Services, 337-234-5653. Ask for Yvonne Davis. Reference code: BBT 2008

Additional Booth Equipment All electrical, telephone, internet, rigging and or fork lift requirement are ordered through the Cajundome Convention Services. See Cajundome Exhibitor forms. For additional information call 337-265-2222 Ask for Michael Courville. Reference code: BBT 2008

Professional-Looking Display

You don't have to have the biggest booth on the expo floor to attract attendees. But you do need to have a display that lets expo attendees know what you are selling. Expo banners/signs, photographs of products used in the display should look professional.

Have Enough Literature/Handbills To Hand Out

Have brochures or other handouts printed in good quantities to handout at the expo, and have them prepared well in advance. If you wait until the last minute, you'll wind up paying for unnecessary rush charges. Take the time to make sure your literature tells your whole story and any incentives you have to attract expo attendees to your business.

Have a Product to Offer

You must look at the products you intend to offer. Make sure they are displayed in a manner that gets attention. Keep them clean at all times. No dust, hand prints, dirt, smudges, etc.

Take Advantage of the Show Today!

Good trade show exhibitors don't wait for the show to start to try to see customers and make new contacts. To help get the most traffic at your booth, send out mailings, special announcements, discount offers before the show inviting your customers and prospects to stop by your booth at the expo. If you are running an ad schedule in local media, tell your customers you'll be at the Big Boys Toys show a couple of weeks before the event. Even call your important customers and prospects and set appointments with to meet with them at the expo.

Use Promotions to Attract a Crowd

The goal... attract the most people to your booth. Promotion giveaways or gimmick don't have to be big or elaborate. You can use samples of your product, trade show bags with your logo on it, novelty items such as key chains, pencils, pads of paper with your company and product name can be good too. Even a large bowl full of bite-sized chocolates or hard candies can bring people to you booth. Use your imagination!

Make Notes When Meeting People

You will meet, greet and have conversations with dozens of people during a trade show. Many of them will give you their name or even a business card. To help you remember what you talked about or why you saved their business card is to jot a note about what you talked about on the back or on a note pad while you're at the show. This way when you return their call you'll be able to pick-up where you left off by remembering the conversation.

Train, Train, Train your Booth Personnel

Choose your expo booth staff carefully. Be sure they know your products/services, how to deal with the public and how to communicate. Make sure they smile and are courteous at all times. Even take the time to roll-play someone coming to your booth, it really helps!

Play to the Crowd

If booth personnel are tied up giving a demo to one or two people, and that demo can't be seen by other passersby, you limit the numbers of potential leads and customers you will attract. Plan demos so more than one prospect at a time can view them. If at all possible, use TV monitors, projection screens, or large screen computers and have demos done with the demonstrator facing the audience or the aisle of the expo.

Expo Follow up

The expos over. Following up on all the leads generated is critical to your success. Within a week after the expo, follow up with information to those who stopped by your booth. Don't wait a month or two to get around to it. Timing is critical! Hot prospects are not going to wait and might become a customer for one of your competitors.