

Community health & Wellness Fair

Saturday, September 19th
Bonner County Fairgrounds
9 a.m. to 1 p.m.

The Chamber's Health & Wellness Committee would like to sincerely thank you for taking part in this exciting event. We want to provide a smooth event process for you as an exhibitor and optimum exposure for your business. Please read the following information regarding the upcoming fair:

Setup & Parking

- Set-up from 7 a.m. to 8:30 a.m. on Saturday, September 19th at the front entrance of the Bonner County Fairgrounds located at 4203 N. Boyer in Sandpoint, ID. Please have your table ready by 8:30 a.m.
- After set-up is complete, please park at the south side of the parking lot by 8:45 a.m. to allow preferred parking for guests.

Tables/Booths

- If you ordered a table or are a major sponsor, it will be set-up for you in your booth space. Otherwise, bring your own table. Please call 263-0887 if you are unsure if a table is reserved for you on or before Thursday, September 17th at 4 p.m. PST.
- Bring extension cords and power strips if you have electrical devices at your booth (ONLY available to those who pre-registered and paid for power).

Door Prizes

Each vendor is **responsible for a minimum of one door prize**. Make sure your company name and contact information is attached to your door prize/s. The event organizers will announce the winners at the fair, but **vendors are responsible for delivering the door prizes to respective winner/s** (if not delivered during the event).

- Bring cards for attendees to fill out with their contact information.
- Bring a container to collect customer information.
- Vendors encouraged to network and enter drawings as well.

Food & Beverages

Spirit Creek Catering Company will sell food and beverage items during the event.

Retail Selling

- Sale of products and services *is* permitted on site.
- All aspects of financial transactions are the responsibility of the vendor.

Staffing Booth

Bring 1 to 2 staff to allow you to have breaks to mingle, network, and enjoy the activities and services provided.

Promoting Your Business

Give your current and prospective customers a reason to visit your booth. The following are some ideas to ensure you receive maximum exposure:

Prior to the Event

- Include tag lines in your advertising such as: “Come see us at the 2009 Community Health & Wellness Fair on September 19th.”
- Distribute fair flyers in your business (flyers will be sent to you). Call the Chamber at 263-0887 if you'd like additional promotional pieces.
- Invite customers and others to the fair in your invoices.
- Mail or distribute personal invitations.
- Include the fair in your newsletter to promote your participation.
- Add the fair to your website. The event website is <http://www.sandpointchamber.org/wellnessfair/>
- Pre-plan demonstrations and activities at your booth to engage potential customers.

During the Event

- Door prize (see page 1 for details)
- Live demonstration of your product or service: You only have a few minutes to make an impression, so offer quick product or service demos. For example, offer free 10 minute chair massages or free health screenings.
- Distribute coupons at your business before the event so that customers can return them at the fair to claim their free gift, promotional item, or other giveaway.
- Special pricing on the day of the fair (if selling retail or services).
- Introduce new products and/or services. You'll have instant feedback on features, pricing, and other important competitive marketing components.

Best Practices for Designing Your Booth

- *Does your booth clearly convey what it is you have to sell?* Design your graphics like an advertisement, and make the benefit stand out. Your sign should read like a billboard with a bold message in eight words or less. Most exhibits make the company name the largest graphic; instead, focus on the benefit.
- *Color grabs attention:* Black lettering on a yellow or orange background is 60% more likely to be read than if it's on a white background. Don't hold back - use colors like red, yellow or orange. Bright colors indicate an important message.
- *Don't use tables as barricades.* Increase your booth traffic by 25% when you place tables off to the side. Have an open entry into your booth.
- *Use good lighting.* The brightest spot attracts a viewer's eye. A well-lit exhibit can increase the visual impact by 50% or more.
- *Effectively use your giveaways.* Eliminate the “grab and run” attendees. Don't stack your free giveaways on the table unless you want everyone to have them. Display only one to create interest. The best way to use giveaways is to carry a few with you, and after each conversation give the item as a thank-you gift for visiting your booth. With this approach maybe you can afford a more valuable give-away now that you know they will be given only to those actually interested

in your company's product or service. Another approach is to tie giveaways to some form of registration and questionnaire.

- *Don't just collect names in those fishbowls.* If the fishbowl is out towards the front of the booth, it will do a great job of collecting names. But is that what you want? If you are looking to collect only names of qualified prospects, put your qualifying questions on the form and require that they be completely filled out to be eligible for the prize. You could also offer to place their business card into the bowl after you have jotted a few notes on the back of their card about potential prospects. Put the bowl towards the back of the booth so they are forced to cross the "invisible fence" to enter your contest. Unqualified visitors will eliminate themselves by not entering.
- *Avoid stacking brochures on the tables.* Having only a few of each brochure out creates a "value" for them. It is also more likely that a visitor will stop and talk to you to request one.
- *Follow-up after the show is done.* This is where many exhibitors drop the ball. Make use of the names you have gathered, send thank you notes, send out your informational brochures, follow-up on your sales leads, and fulfill your promises to send information immediately.

Checklist for the Fair

What to Bring	Check
4-8 ft. table (unless you ordered on your registration form or are a major sponsor)	
Chairs	
Extension chords and power strips (if you pre-registered for power)	
Door prize/s, treats/snacks, etc. to give away	
Retail products, cash, invoices, credit card machine, sales order forms, etc. if selling product	
Promotional materials, literature	
Business cards	
Displays/signs/banners	
Cards for customer information	
Container for customer information (i.e. basket, fish bowl, etc.)	
Tape, super glue, Velcro tape, string, etc.	
Pens	
Stock samples and props	
Laptop (if needed)	
Money for food/beverages	

MAKE THE MOST OF YOUR COMMUNITY HEALTH & WELLNESS FAIR EXPERIENCE!

For more information contact:
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