



# STREET FAIR 2022

## Success Tips

### Planning Ahead:

- ✓ Set a goal for the number of new contacts (business cards or names and addresses) you would like to have by the end of the day. Design a plan to help you reach that goal.
- ✓ Prepare and rehearse a quick ten or fifteen-word description of your business or service that will catch the attention of potential customers passing your booth. (30 Second commercial)
- ✓ Determine what information and materials you want to have available and make sure you have an adequate supply.
- ✓ Who staffs your booth? This event requires a lot of energy. One person will not be enough to cover your booth for the entire day. Make sure you select employees who are knowledgeable, personable, outgoing and friendly!
- ✓ Decide which employees you will assign to the street fair and get them involved in brainstorming, and that they are well-versed on your business and services and can answer questions.
- ✓ Wear comfortable shoes!
- ✓ Plan what freebies or show stoppers you will have and order them in advance. This can be pens/pencils, mugs, t-shirts or other specialty items imprinted with your business name.
- ✓ Plan to give away a great door prize! Include registration materials, slips of paper, pencils and a container.
- ✓ Prepare name badges for each person in the booth. A name badge can be a conversation starter.
- ✓ On paper, plan in advance how your space will look. Where will you place your table? You may want to dress up your space with decorations. Allow plenty of time for set-up and tear-down.
- ✓ Pack everything in boxes for easy moving into and out of the event area. **BRING a dolly or cart to carry booth items.**
- ✓ **Pre-promote!** If you are advertising prior to the show, be sure to include a line such as “Stop by our booth at the Street Fair on Simi Town Center Way”.
- ✓ **Social Media- Let everyone on Facebook, Twitter, Instagram, etc. know where you will be on April 30<sup>th</sup> !**

### How to Generate Traffic:

- ✓ People are drawn to freebies. Try to stay away from discounts unless they are really meaningful.
- ✓ Door prizes are also a good way to generate traffic and gather names and addresses. (Ideas: dinner for two with movie passes, overnight stays, basket of goodies, etc.)
- ✓ Attitude is everything! Be ready with a friendly voice, smiling face and an introduction as people approach your booth.
- ✓ Do not sit behind your table. Stand up; greet your potential customer as they pass your booth. Make eye contact. Give them a reason to stop and talk to you.
- ✓ Acknowledge your present customers, friends, and neighbors, but do not spend too much time chatting with them.
- ✓ Do not overlook other exhibitors. They are also your potential customers.
- ✓ Do not leave before the designated end of the show. It gives the impression you have nothing worthwhile to offer potential customers and it is not permitted to clean up early.