



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)
- 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.
- **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. Tell them to wear comfortable shoes!
- Prepare **name badges** for each person in the booth. A name badge can be a conversation starter.
- Determine what **information and materials** you want to have available and make sure you have an adequate supply.
- 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.
- 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, TikTok**, etc. know where you will be on April 30th ! There are Street Fair logos on simival-leystreetfair.com for you to use.

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.
- **Stay** until the designated end of the show. It gives the impression you have something worthwhile to offer potential customers. We do not allow vendors to clean up early.

