

BOOTH

BADASS

HOW TO STOP SITTING BEHIND A FOLDING TABLE AND START BECOMING THE AGENCY PEOPLE REMEMBER

A quick field guide for local insurance agents who are tired of wasting time, money, and perfectly good promotional pens.

FREE RESOURCE FROM AGENTS IN THE COMMUNITY

WARNING

This guide may cause standing, smiling, talking to humans, and finally following up after an event.

LET'S BE HONEST ABOUT MOST INSURANCE BOOTHS

You have seen them. Maybe you have operated one.

- A folding table.
- A branded tablecloth.
- A stack of brochures nobody asked for.
- A bowl of candy slowly melting in the sun.
- Two agents sitting behind the table, staring at their phones and hoping someone walks over to discuss deductibles.

REALITY CHECK

That is not community marketing. That is an extremely expensive way to sit outside.

A strong booth does not need to be flashy, complicated, or covered in giant spinning wheels. It needs to do three things:

1. Get people to stop.
2. Give them a reason to interact.
3. Create an opportunity to continue the relationship.

No aggressive sales pitch required. No insurance lecture required. And please, for the love of local marketing, no shouting, "Would you like a free quote?"

They would not. At least not yet.

THE FIVE BOOTH BADASS RULES

RULE 1: YOUR BOOTH IS NOT ABOUT INSURANCE

You sell insurance. Your booth does not have to. Its job is to start conversations and help people associate your agency with something positive, useful, or memorable.

ASK THIS BEFORE YOU GO

Why would someone stop at this booth if they had absolutely no interest in buying insurance today?

RULE 2: GIVE THEM SOMETHING TO DO

People are far more likely to approach a booth when there is a clear, simple activity. You are not building a theme park. You are creating a reason for someone to pause for thirty seconds.

- Prize drawing or guessing game
- Local trivia or community voting board
- Photo opportunity
- Kid-friendly coloring or activity station
- Quick safety challenge
- Useful giveaway tied to the event

Thirty seconds can become a conversation. A conversation can become recognition. Recognition can become trust. Trust can eventually become business.

RULE 3: STOP HIDING BEHIND THE TABLE

The table is there to hold your materials. It is not a protective barrier. Stand beside it or slightly in front of it. Smile. Make eye contact. Say hello. Ask an easy question related to the event.

- “How are you enjoying the event?”
- “Which school does your family attend?”
- “Have you tried the contest yet?”
- “Is that your dog, or are you just the person carrying all the supplies?”
- “Which car has been your favorite so far?”

MAJOR BREAKTHROUGH

You do not need a corporate-approved conversation script. You need to act like a normal human being who is happy to be there.

RULE 4: MAKE THE GIVEAWAY EARN ITS KEEP

Free stuff can work. Random free stuff usually does not. Choose something useful, relevant, memorable, or interactive.

EVENT	SMART GIVEAWAY
SCHOOL	Pencils, bookmarks, reflective backpack tags
PET	Water bowls, waste-bag holders, pet safety cards
OUTDOOR	Sunscreen packets, fans, cooling towels, water
CAR	Microfiber cloths, tire gauges, emergency checklists
BUSINESS	Planning sheets, local guides, useful checklists

RULE 5: CAPTURE INTEREST WITHOUT BEING CREEPY

When you collect information, give people a clear and honest reason to provide it: a drawing, useful resource, community list, future local event, or requested follow-up.

Keep the form short. You probably do not need their renewal date, blood type, and first pet's middle name.

- ☐ First name
- ☐ Email
- ☐ Mobile number, when appropriate
- ☐ Permission to follow up
- ☐ One useful qualifying question

KID EVENT RULE

Collect information from the parent or guardian - not the child. Keep activities fun, safe, and completely G-rated.

THE 10-MINUTE BOOTH BADASS PLAN

Before your next event, answer these seven questions. Write one sentence for each. Done beats complicated.

1 WHO WILL ATTEND? "Everybody" is not an audience.

2 WHY WILL THEY STOP? Name the activity, display, question, or giveaway.

3 WHAT WILL THEY DO? Give them one easy action.

4 WHAT WILL WE TALK ABOUT? Prepare three natural conversation starters.

5 WHAT WILL THEY REMEMBER? Choose one central theme or message.

6 HOW WILL WE CONTINUE? Choose the resource, invitation, or follow-up.

7 WHAT HAPPENS NEXT? Assign the follow-up before the booth opens.

YOUR BOOTH BADASS CHECKLIST

BEFORE THE EVENT

- ☐ Confirm the audience and event purpose
- ☐ Choose one clear booth objective
- ☐ Create one simple activity
- ☐ Select relevant giveaways
- ☐ Prepare signs readable from several feet away
- ☐ Test technology and pack backup supplies
- ☐ Assign booth roles and conversation starters
- ☐ Build the follow-up process

DURING THE EVENT

- ☐ Stand up and stay approachable
- ☐ Keep phones out of sight
- ☐ Invite people to participate
- ☐ Ask questions before talking about the agency
- ☐ Take appropriate photos
- ☐ Thank organizers and neighboring vendors
- ☐ Keep the booth clean and stocked
- ☐ Record useful notes and observations

AFTER THE EVENT

- ☐ Follow up promptly
- ☐ Thank the organizer
- ☐ Share photos and recognize partners
- ☐ Record contacts in your CRM
- ☐ Review what worked and what failed
- ☐ Calculate basic cost and results
- ☐ Decide whether the event deserves another investment

THE BOOTH HALL OF SHAME

THE BROCHURE FORTRESS

Stacks of insurance materials covering every inch of the table. Nobody came to the festival hoping to study umbrella policy brochures.

THE CHAIR PATROL

Everyone remains seated behind the table. Nothing communicates energy quite like adults silently watching pedestrians.

THE QUOTE AMBUSH

Every conversation becomes an immediate sales attempt. You can be helpful without trying to close someone beside the bounce house.

THE GIVEAWAY STAMPEDE

Hundreds grab the prize and nobody remembers the sponsor. Attention without connection is just inventory reduction.

THE FOLLOW-UP BLACK HOLE

You collect names and never contact anyone. Congratulations. You created paperwork.

THE ONE-AND-DONE

You attend once, write no immediate policies, and declare community marketing ineffective. Trust is built through consistency.

YOUR FIRST ACTION

Pick one upcoming event. Improve only three things: create a better reason to stop, prepare three better conversation starters, and decide exactly what happens after the event.

A GREAT BOOTH IS ONLY ONE PIECE

You still need to choose the right opportunities, build a realistic calendar and budget, prepare your team, capture and follow up, measure results, and turn individual events into long-term local growth.

That is what Agents in the Community OS was built to help you do.

BUILD A BETTER COMMUNITY MARKETING SYSTEM

Explore Agents in the Community OS at teamelitemktg.com

The goal is not to attend more events. The goal is to become the agency your community already knows, already trusts, and chooses when the time is right.

STOP SITTING BEHIND THE TABLE. START BUILDING YOUR LOCAL BRAND.