

FENTON AREA  
CHAMBER OF COMMERCE

business & community

FAIR

WEDNESDAY, MAY 27TH

2015

ROCKWOOD SUMMIT HIGH SCHOOL

## BOOTH #

Watch your mailbox  
for this information!

# YOU'RE REGISTERED... NOW WHAT?

Thank you for participating and helping us kick off summer in Fenton!

- ◆ Bring two people per booth, if possible, so that one you can take turns walking around and visiting others.
- ◆ Key elements of your display: company name, logo and vital information you want visitors to remember. PLEASE DO NOT OVERCROWD YOUR SPACE!
- ◆ Bring lots of business cards, brochures, magnets, pens, etc... display them so they can be seen and easily picked up by those passing by your booth.
- ◆ Gift certificates/coupons are great things to give away at your booth; they are more likely to buy from you!
- ◆ Advertise your participation at this event and invite your customers and clients to stop by your booth.
- ◆ A raffle is a great idea... 1) It attracts people to your booth and 2) It's an easy way to gain contacts for follow-ups. The item should compliment your business!
- ◆ Look presentable; smile and say hello to everyone. You should be prepared to start a conversation.
- ◆ Keep notes on prospective clients so that, if you need to follow up with someone, you know exactly what took place and it ensures an appropriate response.
- ◆ Avoid sitting, eating and drinking at the booth; be attentive to those walking by! Interact with everyone.
- ◆ Remember the 80/20 rule... Listen 80% of the time, Talk 20% of the time. It will be appreciated by all.

**WEDNESDAY, MAY 27<sup>TH</sup> | ROCKWOOD SUMMIT**

3:30-4:30pm Exhibitor Networking ▪ 4:30-6:30pm FREE & Open to the Public

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