

Show Tips

How to increase your success at the show:

- Have well trained, exuberant, friendly “meet the people” sales people representing your product or service.
- Have a dynamic, beautiful exhibit. The public’s first impression of you is usually their last. The look and aesthetics of your booth are crucial to your success.
- Attract attention. Get the public into your booth. This can be accomplished with a great-looking booth and something unusual that ties in with your product. Make a bold statement. You must be different and stand out.
- Get the public involved with the product or service. Appeal to their senses of sight, touch, smell, etc. Get their participation.
- Show the public the actual product or service in action. Show them how to make that special craft. Let them work your one-of-a-kind gadget. Show them the best way to utilize or display your product. Be active.
- Sponsor a drawing for your product or service and obtain leads with vigor and enthusiasm. Remember to remove leads nightly.
- Show as wide a range of products as possible
- Offer incentives to buy at the show such as a special show discount.
- Do not block the front of your booth with a table forcing the public to talk with you in a crowded aisle rather than in the booth.
- Treat your display layout with the same care and thought as you would your store location.
- Buy Homearama tickets in bulk to give to your clients. Tickets **may not** be distributed at the event, contact TBA’s financial department at (757) 420-2434 for details.

How to do poorly at the show:

- Have dull, lifeless, poorly informed sales people.
- Read a book and eat in your booth during the show hours.
- Scowl at the public.
- Carry on a marathon conversation with fellow show workers.
- Don’t staff the booth.
- Forget to bring business cards and brochures.
- Try not to have fun.
- Have nothing interesting at the booth.
- Fail to plan the strategy and purpose for exhibiting.
- Arrive late, leave early.

Dates to Remember

- May 3** **Exhibitor Balances Due**
Exhibit rates are based on prepaid fees. Any remaining balance must be paid, in full, by this date, if not before.
- April 26** **Exhibitor Items Due**
Exhibitor giveaway descriptions and final electrical requirements are due. Fax or mail.
- April 26** **Exhibitor Move-In Packets Available**
Exhibitor badges and admission tickets are available for pick-up between 9 a.m. and 5 p.m.
- May 3** **Exhibitor “optional” decorating services order due.**
Please ensure your decorating orders are received by Exhibits Inc. today. No on-site orders will be taken.
- May 5** **Exhibitor Move-In Begins**
Access to the tent begins at 8 a.m. and runs through 7 p.m.
- May 6** **Exhibitor Move-In Ends**
Access to the tent begins at 8 a.m. and runs through 7 p.m.
- May 7** **Charity Preview Party**
Tickets are \$40 per person through April 30th then increases to \$50 per person. Most Exhibitors receive two free tickets in their exhibitor packet. All proceeds will benefit the Boys and Girls Clubs of Southeast Virginia. Gates open at 5 p.m., ceremonies begin at 5:30 p.m. Specially catered gourmet appetizers and refreshments served from 6:30 – 8:30 p.m. at this business casual event.
- May 8** **Show opens to the General Public**
The show is open May 8 - 23, Sunday – Thursday: noon – 9 p.m.; Fridays and Saturdays: noon – 10 p.m.
- May 10** **Military Appreciation**
Buy one get one free for all active duty military presenting a valid military I.D. card.
- May 12** **Real Estate Open House**
Real estate professionals are invited to mingle with builders and get a private showing of the homes from 9:30 – 11:00 a.m.
- May 17** **A Taste of Isle of Wight**
The great chefs of Isle of Wight will share taste samples in select homes from 6– 8 p.m.
- May 23** **Show open until 9 p.m.**
- May 24** **Exhibitor Move-Out Begins**
Exhibitors begin moving displays out. Access to tent begins at 7 a.m. and runs through 7 p.m.
- May 24** **Furniture Sale**
The furniture companies in the show homes will have a furniture sale from 12 p.m. – 5 p.m.
- May 25** **Exhibitor Move-Out Ends**
All displays must be dismantled and removed by 12 p.m. NO EXCEPTIONS!