

LETHBRIDGE SPORTFEST

HOSTED BY



**HOW TO GET THE
MOST OUT OF YOUR
BOOTH AT SPORTFEST**

A GUIDE FOR EXHIBITORS

Welcome! We are excited to have you joining us as an exhibitor at SportFest this year. We want your organization's experience to be valuable, so we put together this list of tips that will help you get maximum value from the event.

The purpose of this list is not to overwhelm you. Pick what works for you and leave the rest. Remember that no matter how good your booth looks, if the people working it sit there and avoid eye contact, you won't get great a great return on your investment. The booth set up and the people both make a difference.

Each booth has black pipe and drape along the back (10 feet tall) and between the booths (3 feet tall). We also provide a table (you will need your own tablecloth) and 2 chairs (but we hope you won't have time to sit in them). You are welcome to bring your own table if you need a specific size or more than one.

TIPS FOR AN EFFECTIVE BOOTH AT SPORTFEST

CLEAR SIGNAGE -

- This might be a pull-up banner (if you don't already have one you can get them printed at many places locally, let us know if you need a recommendation.
- It could be a horizontal banner that you hang from the pipe and drape
- Make sure your name and logo are obvious
- Have a CTA (Call-to-action) on your signage, this is usually a website.
- Because banners and other signage come at a cost, ensure it is 'evergreen' and can be used by your organization in many settings



A DISPLAY THAT STANDS OUT -

If possible have a branded tablecloth, or at least one in your organization's brand colors. You can use a display board to bring items you want people to notice up higher, and into their line of sight. If you are recruiting kids to your programs, include a portion of your table at their eye level.

TIPS FOR AN EFFECTIVE BOOTH AT SPORTFEST

AN INVITING BOOTH LAYOUT -

Your table doesn't need to be up front blocking the rest of the booth. If you set up this way your people manning the booth are more likely to sit in the chairs, far from the passing attendees, and less likely to engage. The table could go along one side, or even against the back wall of your booth.

INFORMATIONAL MATERIAL -

This should be something consumable that someone could take with them to review again at home later. It could be a brochure, rack card, business card, sticker, bookmark, etc. Make sure this item has a clear call to action, and clear contact information.

SOMETHING TO LOOK AT -

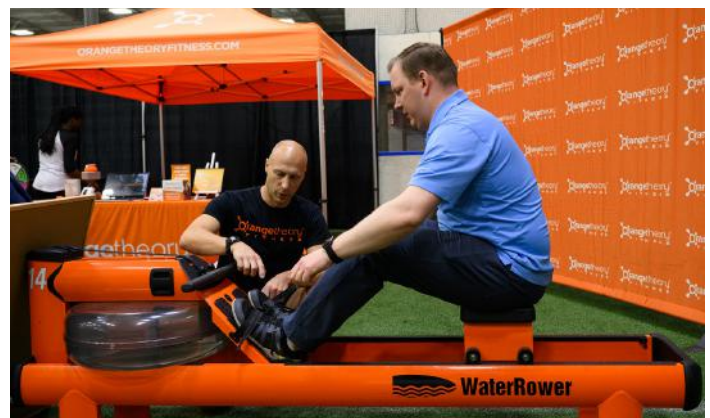
Does your organization or your athletes have some big bragging rights? Take the opportunity to tell people how amazing you are! This could be done with a display of medals, trophies, or banners, or with a video or slideshow. Is your gear or equipment interesting? It could be on display as well.

SOMETHING TO DO -

The best booths are the ones that create an experience. You could have a game, survey, quiz, or activity for people stopping by to try (smaller scale of course, save the big activity for your scheduled time in the activation areas).

SOMETHING TO DEMONSTRATE -

Although space in your booth is limited, and you will get time in an activation area, you may be able to do smaller demos in your booth space. The best way to get customers interested in a product or service is to demonstrate its value. Think of it like a mini-infomercial or sales pitch – what value do you offer that is unique? If you can make their visit to your booth hands-on, chances are greater they'll remember you.



TIPS FOR AN EFFECTIVE BOOTH AT SPORTFEST

SOMETHING TO GIVE AWAY -

Including promotional items (swag), coupons, a contest, or a free draw. If you do a draw, you can use this to collect email addresses (see the next point). Some popular things past exhibitors have had a draw for include: registration credit,

A PLACE TO SIGN UP TO YOUR EMAIL LIST -

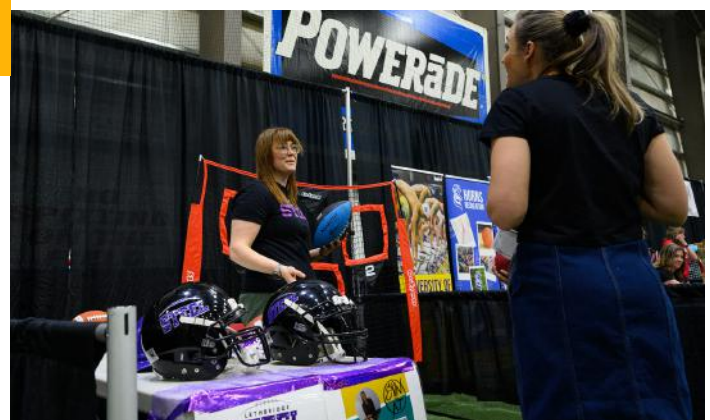
You could have a sheet at your booth for people to leave their name and email. This will let you email both interested parties and people who didn't have time to take in all of your booth but still wanted to find out more about you.

SOMETHING TO SELL -

Yes, you can make money at your booth. Some past exhibitors have had great success selling things like branded shirts or water bottles. If you aren't sure about your idea, let us know and we might be able to give you advice.

A TIDY, WELCOMING BOOTH -

Last but not least, store boxes and extra supplies in hidden spots such as behind the drape, under a skirted table, or in a location outside the exhibit area where additional supplies are stored. If your booth space appears well maintained (including the floor) it will be more welcoming to visitors.



LOOKING TO ATTRACT A DIVERSE AUDIENCE?

If your organization wants to attract diverse populations, include items that communicate that to the passerby to draw them into their exhibit. Something welcoming, like a 'hello' in other languages, or commonly recognized symbols to display inclusivity. Have volunteers who reflect the diversity you want to attract work the exhibit.

OTHER WAYS TO MAKE YOUR TIME AT SPORTFEST VALUABLE TO YOU AND YOUR ORGANIZATION



PLAN IN ADVANCE - Here are some things to think about:

- Are you launching a new program around the same time as SportFest?
- Do you have big news to share during the week of SportFest?
- Do you need to print promo materials or order giveaways?
- You could use SportFest to announce news, teasers and opportunities to meet your team (ie. coaches, board members, notable athletes).

MEET THE OTHER EXHIBITORS - After you set up your booth, walk around and meet some of the other exhibitors. Learn what programs they offer. Not only will you be able to refer potential participants to them and they to you, but you may gain valuable connections that can last far beyond SportFest.

CONNECT WITH THE PEOPLE who attend and stop at your booth - This is the most important part of a booth that gets maximum value. Make sure that there's someone they can stop and talk to. Answer their questions. Offer solutions. Strike up a conversation and ask about their needs. So many people just grab the freebie and bolt because they think they'll have to listen to a long, drawn-out pitch, you don't want to be 'that booth'. Have a short 'elevator-speech' ready.

STAY ACTIVE ON SOCIAL MEDIA before, during, and after SportFest. Be sure to tag SportFest and/or Lethbridge Sport Council so we can share your posts. Post photos from the event to your social channels before, during and after the event. Invite attendees to stop by your booth to enter a contest, pick up a giveaway or watch a demo. Make sure to include your booth number and event hashtag so attendees can easily find you.

Be sure to **FOLLOW UP** with not only your new potential participants, but also make sure to nurture 'business' relations with any of the new organization contacts you generate at SportFest.



SOME TIPS FOR THE PEOPLE MANAGING YOUR BOOTH

- If you have 'club wear', this would be a great time to 'show it off'. A branded jacket or shirt will distinguish booth staff from attendees.
- Wear name tags so visitors to your booth feel welcome. Knowing your name will make them feel like they know who they are talking to.
- Remember that body language is important. Attendees are looking at the exhibit staff/volunteers for a reason to spend time at your booth. After being initially drawn in by the booth or brand itself, your people will be the reason they stay or go.

These **body language tips** will help convey an approachable demeanor:

- Stand up and greet attendees in front of the booth
- Smile and make eye contact with attendees from all directions
- Do not cross arms or legs, keep hands out of pockets
- Be mindful of other people in the booth and near your space
- Do not crowd the space of another exhibitor
- Be enthusiastic, confident, and polite
- Thank attendees for spending time at your booth when they move on

Many of the people attending SportFest have a reason to learn more about your organization/sport/programs, so make sure that your staff continue the conversation and engage them. Staff can ask open-ended questions to build a rapport with attendees and determine needs.

People choose to join a sport organization not only for their programs but also for the people that are part of the organization that help make it feel friendly and welcoming.



OTHER TIPS FOR SEAMLESS SET-UP

HANGING BANNERS

If you need to hang a banner or other materials, you can hang them from the top rail of the pipe and drape. You may need 's' hooks (we usually have some available to purchase or you can bring your own), or zip ties. If your banner has been rolled up, you may need to give it time to flatten out, or be prepared to safety pin the bottom corners down. There will be a ladder available to borrow.

ELECTRICITY AT YOUR BOOTH

If you require electricity at your booth, you must request this in advance. Power requirements heavily impact the booth assignments at SportFest, so if you wait to request power during setup we likely won't be able to accommodate you. You are required to bring your own extension cord.

CONCESSION AT SERVUS

The concession will be open. If you need a volunteer to monitor your booth for you while you get your lunch etc, let us know and we will help you out the best we can.

QUESTIONS? EMAIL US AT SPORTFEST@LETHBRIDGESPORTCOUNCIL.CA