



SuperPetExpo™

*The Premier Shopping Event...
Everything for Every Pet Owner!*

Tips for a Great Show!

1. Promote your presence at the show in advance. Offer "SHOW ONLY" prices. Share those deals with us and we'll share via our large social media network. Contact Candice Cooley at candice@coolridermarketing.com for more information.
2. Remember that you are going to be spending long hours on your feet so wear comfortable shoes.
3. Order electrical and furniture early. You'll save money. Check when you arrive to make sure that you have everything that you requested and bring copies of your order forms with you. Order ASAP.
4. Do not instruct customers to return another day to exchange items – without a weekend pass, attendees must pay each day.
5. Set up early.
6. Be in your booth early. Doors will open promptly at 3 PM Friday and 10 AM on Saturday and Sunday.
7. Never leave your exhibit unattended. There will always be someone at your booth wanting to buy the moment you walk away.
8. Make your booth inviting. Don't barricade yourself inside.
9. Do not allow your staff to read books or magazines or be on their mobile devices (and don't do it yourself) in your booth. Customers hate to disturb someone happily engrossed in reading.
10. People are more likely to visit you in your booth if you are standing up and looking attentive. Smile and invite them into your booth. Customers don't want to interrupt you if you are all sitting around engrossed in a conversation. Ask them about their pet.
11. Look happy -- even if you're not.
12. Offer service, advice and a friendly face – people always return to places they feel welcome.
13. Have a drawing for a special item – this is an excellent and easy way to develop a mailing list.
14. Accidents Happen! With so many animals on the show floor all weekend, accidents will absolutely happen. While we work with Scoops to help clean up messes in the aisle, we ask that you also come prepared with cleaning supplies to help take care of messes that may happen in the immediate vicinity of your booth. We are all in this together!
15. Come to the show prepared. Bring the following:
 - Your own hand truck or cart.
 - A broom for sweeping out your space at night.
 - An extension cord. Your power source is not always where you need it!
 - Electrical power strip.
 - Sheets for covering your merchandise at night.