

## TRADESHOW CHECKLIST

### WHAT TO BRING TO A TRADESHOW WITH 200 TO 300 VISITORS?

- Arbonne banner
- Black or neutral tablecloths (x2)
- A selection of products:
  - Nutrition
  - Skin care (face and body)
  - Makeup
  - Green, Gut, Glow* and *30-Day Challenge* kits
- Basket or tray with a selection of gifts for customers
- Draw coupons (x200) – in French and English, where it applies (see “Ressources” on [PascalChretien.com](http://PascalChretien.com))
- Gift box and products (value of approximately \$100) for the draw
- Current promotions
- Informative packet (Preferred Client and Independent Consultant) (x5)
- Order forms (x30)
- Business cards (x100)
- Gift certificates (x20)
- Some cash – \$40 in change (for sales made on site)
- Calculator
- Agenda, pen, paper, Post-It, notepad, etc.
- Water bottle
- Snacks
- Two pairs of shoes (a comfortable pair and a dressier pair)

### TIPS

1. Go alone – your attention will be devoted to your visitors instead of the friend you brought.
2. Stand (as much as possible) in front of your table, look people in the eyes and put away your phone!
3. Introduce yourself to your visitors with a (firm) handshake, ask them to fill-out a draw coupon and offer a catalogue – add them on Facebook afterwards.
4. Walk around and support the other vendors – socialise!