



New to Trade Show? Tips for first Time Exhibitors

Trade shows are a great place to showcase your company and its products. The Toronto Gift + Home Market can be a great opportunity to make a big impression.

Exhibiting at a trade show for the first time can be scary, and it's easy to worry about all the things that could go wrong. Thankfully there are many ways to prepare, avoid problems and make your experience as smooth and successful as possible. With some preparation, you can ensure that your first time exhibiting at a trade show is a huge success!

This chapter will cover only two key points for exhibiting.

- The Do's and Don'ts of Preparing Your Booth Space
- Budgeting your participation for the show

The Do's and Don'ts of Preparing Your Booth Space

You only have one chance to make a first-time trade show impression, so take the time to prepare your booth space accordingly. Prepare a low-maintenance, high-traffic area where you will stand or sit most of the time. You won't have time to spend on setup when you are there to meet new customers and promote your products and services. It's worth spending some time on your booth space to look professional and inviting when you arrive.

You only have 3 to 8 seconds to make an impression for your Product in a 10'x10'

Example of Don't

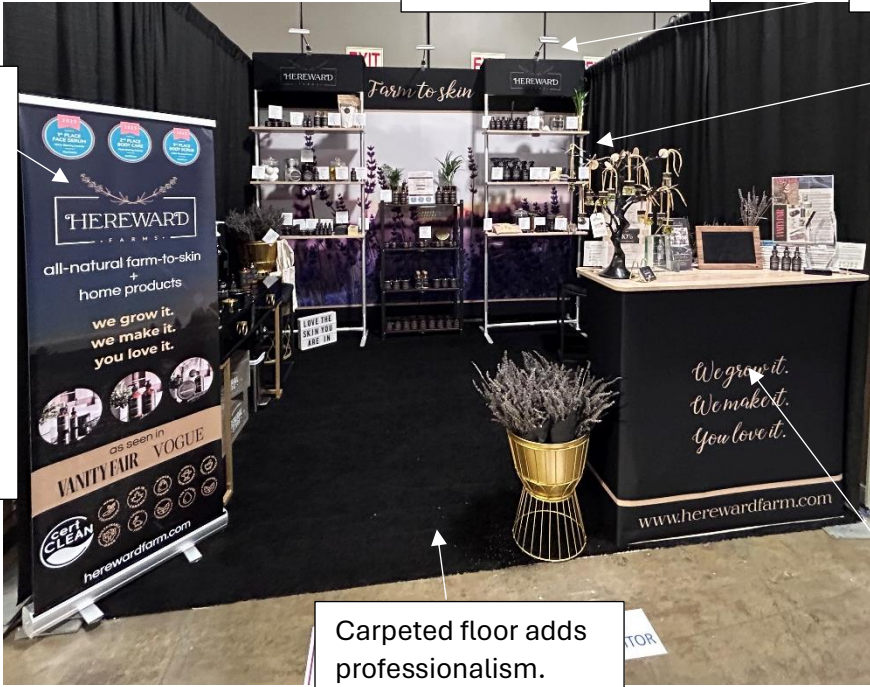


Put your best face forward. Remember the main reason for exhibiting at a trade show is to generate leads and promote your business.

The above image is an example of not planning for the show. You can have the best product in the world but if you do not invest in the booth the results will be lack of recognition and poor results.

Remember your booth space does not come with walls, power or lighting. It is up to you, but we have service providers that can help you with all of the services. Under the Exhibitor Manual on the website we have a complete list of suppliers with forms or links to all of their services.

Example of Do



Company Name is repeated many times

Lighting helps highlight the products.

Side and back walls are curtain and help the product pop against the black

A retractable banner used on the side to showcase the Company name and the benefits of the product

Shelves showcase the product and blend into the back wall.

This is an inviting booth

The table is not an obstacle, there is space to come into the booth. Allowing an opportunity to discuss the product.

Carpeted floor adds professionalism.

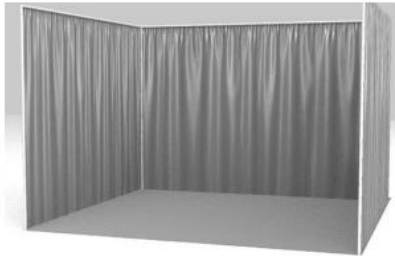
Benefits of investing in your booth space

- 1.) Gain Brand Recognition
Trade shows are a great way to boost your brand recognition. Your customers and potential customers will remember your presence at the show, so even if you don't get a direct sale, you may be able to attract new business through referrals.
- 2.) Increase Your Product Awareness
Attendees at the show can see the quality of your products, which will help them make an informed decision about whether or not to purchase. It also allows you to explain a product or service in person instead of relying on brochures and marketing material.
- 3.) Meet New Customers
Trade shows are attended by many people, from small business owners who need products or services to large corporations who require your expertise. As you exhibit, the trade show attendees are an excellent opportunity to meet new customers and potential partners.

4.) Give Your Product a Boost

There are many ways for your company to get noticed by both potential customers and industry leaders. Trade shows are one way to do this. When you exhibit at a trade show, you will have an opportunity to connect with both visitors and potential customers. They can do this through the booth or networking sessions, providing you with new leads or business partners.

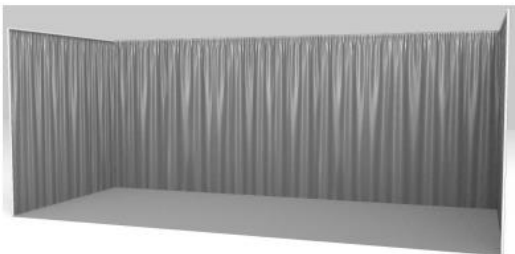
Our official show decorator, Freeman is a great place to start for packages starting as low as \$441 and includes carpet.



PACKAGE 10' x 10'

Package Includes:
• 8' high draped booth for back & sides in grey
• 10' x 10' grey booth carpet

Discount Price \$ 441.35
Standard Price \$ 617.90



PACKAGE 10' x 20'

Package Includes:
• 8' high draped booth for back & side in grey
• 10' x 20' grey booth carpet

Discount Price \$746.75
Standard Price \$1,045.45

Please check out our How To “Exhibit Successfully” for further information

Here are the some of the top reasons to participate in the Toronto Gift + Home Market

- ❖ Be face-to-face with potential customers
- ❖ A motivated audience
- ❖ Check out the competition
- ❖ Get instant feedback
- ❖ Make sales

Budgeting for Your Participation in the Trade Show

Basic Booth Space Costs (Exhibitor Has Own Booth):	
	100 NSF
10' x 10' (space rental)	2,100.00
10'x 20' (space rental)	
1500 watt, 12amp 120 volt duplex outlet (back of booth)**	215.00
electrical service connection	
sign hanging (minimum; depends on size)	-
carpet rental - classic 16oz standard - 10 x 10 inline or check with a hardware store for inexpensive carpet tile	
Commercial General Liability Insurance in the amount of \$2,000,000 for booth (amount is b/t, add 8% sales tax) Check with your own Insurance company for a rider	
Total (not incl HST):	2,315.00
13% HST	300.95
Total with HST:	2,615.95
If Exhibitor Does Not Have Own Booth:	
	100 NSF
10' x 10' (space rental)	2100
10'x 20' (space rental)	
Freeman Booth (Incls Installation/Tear Down)	
Show Special-if ordered before the show	
10' x 10' (includes drape/carpet)*	450.00
10' x 20' (includes sign/carpet)*	
Advertising	
1500 watt, 12amp 120 volt duplex outlet (back of booth)**	215.00
electrical service connection	
sign hanging (minimum; depends on size)	-
Commercial General Liability Insurance in the amount of \$2,000,000 for booth (amount is b/t, add 8% sales tax)	300.00
Transportation	
Total (not incl HST):	3,065.00
13% HST	398.45

Other cost to consider	
Accommodations	
Transportation	
Lead retrieval scanners	
Catering for your booth	
Use the right carpet tape	
Taking an ad in the Market Planner	
Additional tables, chairs etc...	
Send a Sponsored E-Blast to entire registration database	

Please check out our How To “Exhibit Successfully” for further information
 We wish you great success!

Canadian Gift Association Team