

STARTER KIT

Presenting Maharaji's message
at tradeshow, fairs...

PRE-TRADESHOW PREPARATION

1. Select the type of trade show

- Not all trade shows are appropriate
- Steps: view the website – exhibitors, cost, audience
talk with anyone who has attended in the past
make a decision (we do this with the whole team) whether
to attend or not

If a go, then contract as an exhibitor

2. Booth, Speaker, other

- Booths & Speakers at trade shows are usually 2 separate departments
- If there is a chance to do presentation – enlist! This will likely appear in the overall program guide.

3. Training & Staff

- Provide a half-day training for staff – often someone who has knowledge can put together a program for staff of the booth on what are the objectives of being at the show, how to speak with people (comfortably), how to handle questions...
- Prepare roster – with at least 2 persons per shift, short shifts (2-3 hours max) and double-book or overlap for unforeseen emergencies
- Provide pointers on how to dress – business casual? Or other

4. Booth Design

- Usually a half-booth is sufficient and cheaper
- Try for a corner half – booth, or where there will be flow of people
- Get enough electrical outlets, they are usually extra – if forgotten, can be a real mess
- Determine the flavor of the show – is it fun or peace or health – then design booth to support this and also stand out amongst other booths
E.g. Using a Banner for outdoor trade shows
 - PowerPoint presentation (in Toronto 2003, Total Health Show, our booth was the only one with a PowerPoint (moving) slideshow – this captured people's interest)

- Videos/DVDs playing with headsets available for people to listen (this depends on the equipment and AV staffing you have in your area)
- Have a professional designer look at/feedback on the booth design
- Arrange music for the booth – this usually requires purchase of ‘outlets’ in the exhibitor contract

5. Materials

- Three types of material are important: Give-aways, for sale and follow-up registration

Give-aways/Hand outs

- a. Book mark - something that is of value and will remain with the person for a while; include follow-up info – Contact-info website
- b. FAQs brochure with follow-up info

For sale

Inexpensive items – CDs that are a couple of bucks, TPRF booklets, and such - be prepared that people usually do not buy

Follow-up Registration

Provide cards to be filled out if people want more information, attend events, and to be contacted when Maharaji is in town

DURING THE TRADE SHOW

- ask the staff manning the booth to put away their coats and belonging in a locker (preferable) or out of site
- have lots of materials on hand
- when training, remind staff that it is fine to go out to the people walking by and offer them a free bookmark, or brochure – it is better than sitting in chairs and looking bored
- ensure there are breaks by staffing well – it is very easy to burn out in a short time doing this
- if there is a presentation, set up just like an event and have staff at the door to inform those walking by, who peek in, what this presentation is about
- **And have a lot of FUN!!!**

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Presenting Maharaji's message at fairs and festivals

FAIRS AND FESTIVALS

Research to select the fairs and festivals

- In order to research the fairs and festivals in your area, you could contact the local Chamber of Commerce or local town/city health department since many of these events require permits and the health dept should have contact information for the organizers of the event. Many of the fairs are advertised in the local newspapers.
- Then contact the organizer and tell them that you are a non-profit corporation or unincorporated association as the case may be, and ask if there is a discount rate for non-profits. Some events have entry fees and some don't, and for some the fee depends on whether you will be selling anything.
- If you are going to sell any material you must obtain a sales tax ID number from the state. You may decide to not to charge for the material. Also, there should be local contact info, the satellite, broadcast schedule, MOL brochures, etc to give away.
- Booth Design - See tradeshow's starter kit above. If no electricity is available or if there is a fee for it, then a marine battery is a portable source of energy and lasts several hours (4 hours).
- At some events you must supply your own table, chairs, tent, etc. Ask the organizers if any of these things are supplied and if there is a charge for it. Usually you could rent a 10' x 10' tent for \$85 plus \$8 - \$10 for each table. Or purchase 2 four ft folding tables because they will store in a car trunk whereas an 8ft table has to be transported in a truck or van. To purchase a good tent is expensive e.g. \$385.
- Have some banners/ signs/ posters for the tent or table.