



TRADE SHOW RESPONSIBILITIES 101

Submit trade show request at:
<https://basecamp.transperfect.com/>

AFTER APPROVAL – FIRST STEPS

- 1) Arrange contract/invoicing with Terra Scott to get the show preparations underway.
- 2) Please send Terra Scott exhibitor kit and/or forms with all information pertaining to ordering materials/items for booth. This includes furniture, electrical, internet, lead retrieval, carpet, etc. We typically receive a discount early on, so please send immediately.
- 3) Arrange booth shipping with Terra Scott. Make arrangements at least six weeks in advance if possible.
- 4) You arrange marketing literature, brochures, PR related materials, and business cards:
 - a. If literature is being delivered to a local TPT office, contact the dedicated ordering rep at that office and request they place the order via the Staples website.
 - b. If literature needs to be delivered directly to an event site and/or is a custom print item, submit the request through MarComm. Request should include: All PDFs for print, quantity needed, deadline for arrival, and ship-to address. Please place large orders as soon as possible to ensure your requested quantity is available.
- 5) Giveaways and booth accessories: coordinate the type and quantity with Terra at least a month prior to the show.

HOSPITALITY

- 1) Candy and cookies: Individually wrapped (e.g. Snickers, York Peppermint Patties, Starburst, etc.). Cookies need to be fresh from the bakery, think Corner Bakery. No pre-packaged goods, please.
- 2) Fresh flower bouquet: under no circumstances do we include baby's breath or carnations. If you have questions email Terra.

BOOTH AWARENESS & PROFESSIONALISM

- 1) Know your role and own the show like it's yours! Smile and dress professionally. Promote the show ahead of time! Send e-blasts, notify your relevant customers, clients, prospects, and invite them to stop by the booth or send a client pass if you can. Be proactive in arranging meetings onsite and off!
- 2) **THIS MATTERS:** You arrive early and stay late. You help with set-up and breakdown. The booth ALWAYS looks nice with flowers/cookies and giveaways stocked. When on booth duty do NOT stand behind the booth, NO sitting, be out in the aisle talking to people. You are under no circumstances allowed to be on your phone or checking email on booth duty. If you need to sit, eat, or work (which does happen), please call/delegate someone else to "man the booth" during that time. **(Review trade shows dos & don'ts)**

TRAVEL/ACCOMODATIONS

- 1) Request travel to the show for you via the travel request form on TransNet. Run over dates of arrival and departure with designated show lead or Terra Scott.
- 2) Hotels: Please send Terra discount hotel options with these details included: quantity of rooms, arrival/departure dates, attendees traveling. **If it's less than three rooms needed, please fill out a travel request form on Transnet.** For Europe/Asia shows: EU_travel will assist in most cases.

ATTENDEES

- 1) Make suggestions on who would be most suitable to attend with you, based on their vertical focus, location, and experience with conferences, and confirm with Brooke/Ryan/Jess Eker/Lisa Chan.

POST-CONFERENCE

- 1) Any leads you get are really TPT's leads and will be assigned to different people. Be grateful for those you get and know at some point you may receive leads from a conference you didn't even attend!
- 2) Please send feedback to Marcomm (Brooke, Ryan, Lisa Chan, Jess Eker, Terra Scott) after conference and report any ROI into Basecamp! **This is important for re-signing a show!**

QUESTIONS?

Contact Terra Scott at tscott@transperfect.com

WORK HARD AND HAVE A GREAT SHOW!

