

BHIGUIDE2001

**Trade experience  
deployment guide.**

So, you're going to have a trade show baby. How exciting!

Let's help you create and deploy a winner. This document does not detail the briefing and production of the creative elements of your trade experience but the planning and execution of it.

There are three sections here:

- Layout
- Binder of Wonder
- Bin of Plenty

**Free advice:** Never conceive of a booth that one person can't set up themselves in a 10x10. 2 people for a 10x20 and 20x20. If you have more dedicated help (not just bodies), great, but things go sideways – sick kids, missed flights, car accidents, benders the night before. *Semper paratus.*

Let's get started. Beyond your exhibit structure/hardware, you will need:

- A binder with 15 sleeve/pouches
- Tabbed dividers
- One or more plastic bins with lids
- Masking tape

There will be more items for you to source further in this document.

## ***Section One: Booth layout and walk through***

You have booked your space. 10x10, 10x20 or 20x20 (if larger than 10x20, you likely don't need this guide). Now what?

Some critical decisions here, based on your booth (or placement in for activation) location, show anchors, traffic path, neighbours, sightlines, move-in and move-out times, main stages, entrances and exits, physical impediments.

### **Taping the crime scene**

The first thing to do is get that roll of masking tape and outline your booth size. 10x10 looks like plenty on screen or with just the tape outline. 20x20 is downright palatial.

Until, that is, you start adding all the other stuff. Like counters, backdrops, supplies, the luggage that the sales team invariably brings to stash before their flight, the 200 purses and hand bags, half-eaten lunches, sample hoards and water bottles in various stages of depletion.

Decide the principal direction you will build your experience or establish the welcome angle. The rules are most unforgiving for 10x10 booths at shows. No sidewalls over four feet, no back wall over eight, no hanging signs. If you manage to get an end corner, good for you.

Look at the map to see where your most direct competitors are. Where you will have the greatest visibility from *their* booths. Where you will be best seen from the main aisles (once visitors are in the cattle shutes, it's tough) and stages.

In the outline you have masked out on the floor, stake out the other booth elements. To scale. Will you have a table(s)? Chairs? Display? Storage? Sampling? Garbage can? Real estate goes pretty quickly, doesn't it? Especially once you pull your tables or counters a foot back from the aisle to be more welcoming.

### **Body count**

With everything outlined, add the people who will be working the booth at any one time. Where will they be? Now add a few more, playing the roles of tire-kicking passers-by. How will they approach? Will it feel welcoming? Will it feel crowded from the aisle? No matter how much space you think you have, you don't.

### **Walk of Fame**

Once you have the outlines set as you think you want them, walk away from the exhibit outline and imagine the visitor experience and their angles of approach. What elements will they notice first? What element do they NEED to notice first? What will the experience be like as they walk closer. What will get them to pause?

### **This is a booth, not a coat-check**

Now that you see how little space you actually have to work with, now might be a good time to start tabling your rules, like leaving coats and bags in vehicles, no eating in the booth space, no loitering, and so on. We'll be the bad cop here – there is a rule page further in this document.

### **Captain, my Captain**

If you have more than three company staff and/or have promotional staff, you need to promote one of your company staff to booth captain for when you are not there. These things are not play dates for staff. You need a whip-cracker to make sure breaks are taken, materials are replenished, garbage cans emptied and so on. Select your captain(s) at the planning stage to ensure they are vested.

## ***Section 2: The Binder of Wonder***

No one ever died from being organized. The Binder of Wonder makes you nearly invincible. Following are the pages you will likely need stuff for. Print and insert into your binder. Populate each section as you gather or create the elements needed.

### **Contact information**

This should be your first sheet in binder. Put in it a sleeve, it's that important.

- Show management rep contact (phone and email)
- Show services contact
- Venue contacts (catering, bar, etc.)
- Third party contacts (riggers, etc.)
- Booth captain(s) contact
- All company staff who will work the booth
- Any I&D personnel leads (Install and dismantle)
- Your carrier contact (if you are not bringing materials in yourself)

## **DAILY Schedule**

Put these in a sleeves too. Schedules should account for daily pre-shift scrums to review pitches, mechanics. It should ALSO allow for 15 pre-show minutes for booth refresh at the beginning of the day and 15 minutes for booth reset at the end of the day (if more than one day).

Your Excel sheet should be broken down into blocks of 15-minute increments down the left with names across the top. You can slot in breaks and tasks.

## **Insurance**

You will likely need it. Check with your carrier about a rider on your policy. Show services is going to want to see it before you show up and might want to see it on site as well

## **Certifications and licenses**

Food safety, materials fire ratings, liquor permits, and other documents might need to be presented. Keep copies in the binder sleeve.

## **Contracts**

Each contract should have it's own sleeve – show contract, show services contract (containing electrical, carpet, etc.) third-party contracts, etc.

## **Promotional staffing**

Include speaking notes on company and product(s). Include badges without lanyards. Include cheques, if required.

## **Tear-down and move-out**

At the beginning of the show, you should have the opportunity to obtain your out-bound shipping forms. Get more than one, in case you screw it up. Put it in the sleeve.

## **Return address labels**

Print four letter-size return address sheets PER pallet or large crate you will be sending back to base. Print landscape. For best results, print on letter-sized Avery labels. Place a label on each side of each pallet. Big, juicy, easy-to-read type for your company name and return address. Drop the point size and Indicate the carrier coming to collect and their dispatch phone number. ALSO INCLUDE YOUR PHONE NUMBER.

## **Section Three: Bin of Plenty**

Somewhere, someplace, some time, you will thank us for recommending this. You should have the following in a smallish stowable container. You can put this most of this kit together at the dollar store. Depending on your deployment It should/could contain the following, in no particular order:

- Listerine breath strips. Yes. By 10 am, your mouth will smell like a barn.
- Ribbon style extension cord
- 10-port USB charger (for everyone's phone)
- Three phone charger cables – iPhone, micro-USB, USB C

- Small, labeled empty water bottles for booth staff (dollar store)
- Everyone's business cards (because people forget)
- Steamer (if you have any fabric at all). It gets rid of wrinkles and helps clean grime. We highly recommend the Bissell SteamShot
- Examination gloves (dollar store)
- Work gloves (dollar store)
- Small tool kit with multi-head driver, rubber or nylon mallet, Allen and TORX wrenches (loose), carpet tape, duct tape, electrical tape (most from dollar store)
- 5 x travel sized facial tissue (dollar store)
- 2 x 6-outlet power bars
- Chemicals – Goo-gone, Windex, Fantastic, stainless cleaner (if necessary). Pour into small pump bottles from the dollar store.
- 5 black pens
- 5 black Sharpie markers
- 1 large chisel-tip marker
- Swiffer wet take-down rig, if you have smooth flooring
- 2 rolls paper towel
- 5 garbage bags per day
- 20 medium zap straps
- Roll of pallet wrap
- Spare parts kit for your display
  - Try to get an extra of every screw and bolt type you have, extra connectors, extra footer, etc. Also a spare set of set-up instructions. Ask your vendor to provide these items. All it takes is for one miserable little part to go missing and there goes your installation.

There you have it. Think. Do Win.

*Print the following pages to act as your binder dividers.*

Now you can start worrying about writing your experience brief and get to work on all the things you need to do to make your experience purposeful and memorable. Or, you can give us a call and let us take care of that for you!

# Event reminders

- We are not running a coat-check. Please limit what you bring into the space – bags, coats, luggage. Tidy wins.
- Please take your calls, if possible, OUTSIDE and away from the space
- Please stay hydrated but keep your water bottles out of sight
- Please get rid of your coffee cups immediately after you finish. Do not leave them on counters or other surfaces.
- Please arrive 10 to 15 minutes before your scheduled start
- You are here to engage, not write emails or text. Eyes up.
- If you see something on the floor, please pick it up
- No picnicking in the space. Please eat lunch OUTSIDE and away from the space.
- It's great to catch up with old friends and colleagues, but please remember you're not here for them. You're here to make new friends.
- Above all else, wear comfortable shoes!

# Contacts

# **Daily Schedule**



# Insurance

# **Certifications & Licenses**

# Contracts

# Promotional Staffing

# **Tear-down and Move-out**

# **Return Shipping**

**Go to the bar.**