



Making Your Tradeshow Experience a Success



Before You Get Started

- ☐ Remember you are always representing Alberta 4-H!
- ☐ Be sure to dress 4-H appropriate.
- ☐ Wearing layered clothing is a good idea no matter the location.
- ☐ Wear comfortable footwear.
- ☐ Set up your booth before the tradeshow starts. Being late is never a good idea!
- ☐ Make sure you have enough “4-H Power” to work the booth. For an all day event have at LEAST three people and work in shifts so you can take turns taking breaks.
- ☐ If possible, invest in some cushioned mats to stand on. They will save your feet, legs and back!
- ☐ Make sure you have all your promotional material ahead of time.

While at Your Booth

- ☐ Pay attention to details:
 - ☐ Straight table cloth
 - ☐ Materials appropriately stocked and organized
 - ☐ Make sure the display is always positioned at the most visible angle within the booth
 - ☐ Put your table at the back or side of your booth when possible - this helps open up the booth to visitors
 - ☐ Try to have something interactive that people can put their hands on – games, etc.
- ☐ If you choose to sit at a booth be sure to appear alert and enthusiastic to speak to visitors. Always stand to talk to people and use personal experience and stories to explain points.
- ☐ Don't be afraid to say that you don't know the answer to a question. Just take down the person's name and contact information and tell them you will have someone get back to them with the answer.
- ☐ Be an active listener.
- ☐ Whenever possible DO NOT:
 - ☐ Eat at the booth
 - ☐ Text or talk on cell phones
 - ☐ Listen to MP3s or iPods
 - ☐ Leave the booth unattended
 - ☐ Have any non-4-H information at your display

Last of all Remember to smile and have fun!
Show everyone why 4-H is so great!



www.4h.ab.ca