



Omega Psi Phi Fraternity®, Inc.

EXHIBITOR/VENDOR TIPS

Trade show selling differs from individual, personal selling in many ways. It is a fastpaced, lead generating environment and it is important to know how to sell your product or service most effectively.

An attractive booth alone will not sell your product/service; your booth staff can make or break your efforts. Follow these steps for high-performing booth staff:

- **Determine your staffing needs.** A rule of thumb is one staffer for every 50 square feet. An 8' x 10' (80 sq.ft.) booth would require two people.
- **Have a plan of action.** Your booth should be designed with “selling stations” for each staffer. When one staffer is talking to a prospect, another should be assigned to step into his/her place. Never leave the booth unattended.
- **Invest in a clipboard.** They will hold your call report forms or other necessary forms (order forms, business cards, etc.) so you can stand and make your sales without having to look around for something to give to a person for future reference... **REMEMBER TO BE PROMPT IN FOLLOWING UP!**
- **Assign a captain.** One person should be in charge and everyone should report to that person.
- **Make sure everyone knows the plan.** Prior to the opening of the conference, hold a pre-conference meeting with all booth staffers. Review the booth schedule and discuss conference strategy.
- Vendors are independent business persons and accept checks from brothers only at their own risk. **Omega Psi Phi Fraternity, Inc. is not responsible for guaranteeing transaction payments.**
- **Security of merchandise is your responsibility.**

- **Vendors should respect the space of their neighbors,** and keep their products from overstepping the boundaries of others.
- **Sharing of booth space is prohibited by non-authorized vendors.** Authorized vendors may share space upon securing advance approval from Corporate Office and the payment of an additional fee.
- **Display in plain sight your License Certificate at all times.**
- Vending days and hours will be established the first day to the last day of each conference.
- Number of vendors at the conference will be proportional to members in attendance and the space available.
- Tables in each vendors' booth will be skirted from the table top to the floor, if at all possible.
- Vendors will be provided a copy of the conference schedule.
- Garbage should be retrieved from the exhibit hall or vending area every night.
- Vendors will receive confirmations of their acceptance to vend at a conference in a timely manner to allow for travel and shipping arrangements to the conference.
- Shipping information and guidelines will be mailed to vendors in advance.
- Vendors will be notified, in writing, if they do not adhere to or comply with the rules of the conference and will be asked to close down their exhibit and vacate the vending area. No refund will be given should a vendor be asked to vacate.
- Vendors should make sure their products are tasteful and do not misrepresent the integrity of OPPF, OPPF emblems and trademark items. Anyone in violation will be advised to remove those items from the exhibit hall or vending area.
- A vendor coordinator will be on hand during vending hours to respond to inquiries, mediate and/or resolve grievances.
- The vendor coordinator will have on hand a recent copy or list from the OPPF Corporate Office (currently active and fully paid) licensed authorized vendors for the current year of the conference. This prevents unlicensed vendors from setting up. The vendor coordinator will compare this list to the vendors present to disallow any confusion or breaching of the vendor(s) contract.