

# The Parents Fair @ the Kids Exchange Sale

July 19<sup>th</sup> - 22<sup>nd</sup>, 2007

## Exhibitor's Kit

Thank you for your interest in The Parents Fair @ the Kids Exchange Sale. Enclosed, please find details regarding the Parents Fair and general tools & tactics for making the most out of this trade show.

**“IT’S HARDER TO BRING PEOPLE TO YOUR STORE FRONT.  
IT’S SMARTER TO BRING YOUR STORE FRONT TO THE PEOPLE!”**

The Kids Exchange & Parents Fair is unique and unlike most trade shows. The Sale Area is what draws the crowd of 1800 sellers and 15,000 shoppers. Our demographics are very targeted, reaching mothers with children ages “pregnant” - 12 years. We do have items for older children / teens, but these demographics represent the majority of our market. The Parents Fair simply creates a way for local business to get in front of busy parents. All shoppers must pass every booth. This creates a great environment to build relationships, gain exposure and build mailing lists. We recommend that you reach out to the shoppers in a unique way. For example: SaladMaster will offer a sample of their “salad cake” to promote their great products. This creates a reason for the parents to visit their booth. Other ideas include “1 minute hand massages” or having staff on hand to help the moms to their cars with their bags. What better way to make a great first impression! With a goal of building strong relationships, business is sure to follow. At this event, the “pampering” should be geared towards the mother, instead of the children. Please note that all food / beverage samples must be pre-approved by the State Fairgrounds staff one month prior to the event. We must honor the Fairgrounds agreement with the concessionaire.

[MAILNG LIST:](#)

The Kids Exchange is a wonderful place to build your mailing list. Please provide a "giveaway" at your booth to encourage shoppers to sign up to win. This mailing list will be very useful for you in the future because the shoppers have met you face to face and you are no longer a "cold call". Please have a giveaway valued at \$50.00 +

During the Kids Exchange, please feel free to mingle throughout the building, meeting moms and allowing them to sign up for your giveaway. Approaching moms in this way will create additional exposure for your business. Please remember to have registration slips, pens and a box for the slips at your booth. Note: on your registration slips, be sure to include a place for any information you would like to have from the shopper. (ie: email, children's ages, birthdays, etc.) This will prove to be very useful in your future marketing.

- **EXHIBITOR SET UP:** Tuesday, 7/17, 10am - 7pm & Wednesday, 7/18, 9am - 11am. The building will close promptly at 11am on Wednesday. Note: Please have booths set up by 11am on Wednesday, 7/18 . Thank you.
- **STAFFING YOUR BOOTH:** The Kids Exchange has 4 1/2 selling days. The decision of whether or not to staff your booth for the entire show is optional. If you choose not to staff your booth at any time, please leave brochures out for the shoppers. In the section labeled **HOURS**, I have listed the Sale Hours and noted the busiest times. You will want to staff your booth during these times. On Wednesday our volunteers shop from 3pm - 8pm. There will be approximately 300 shoppers. Please note that these are our "loyal" shoppers. This group loves to get involved in the community and really enjoys being "hands on" in this great event. I recommend staffing your booth during this time, not only to come face to face with these shoppers, but also to use this time to prepare for Thursday - which is our busiest day.
- **BREAK DOWN:** Please leave booths set up for the entire show. Break down will begin Sunday @ 5pm. The building will be open until 9:30pm Sunday night for your convenience.
- **PAYMENT:**  
10 x 10 booth: \$595.00

10 X 20 booth: \$895.00

\$100 deposit is due upon reserving your booth. Please pay by check. Please mail your registration form (included with this packet) and deposit to the address below. Balances are due by July 1st , 2007.

Kids Exchange  
7128 Falls Glen Court  
Raleigh, NC 27614

- [HOURS](#)

**Kids Exchange Hours:**

Wednesday, 7/18 3pm-8pm - Volunteer Sale (optional for business vendors)

Thursday, 7/19 9am - 6pm - BUSY DAY!

Friday, 7/20 9am - 6pm - steady traffic.

Saturday, 7/21 9am - 5pm - steady traffic.

Sunday, 7/22 10am - 5pm - BUSY DAY!

\*\*\* this is our half price day! Most shoppers come back for a second look!

- **ADMISSION:** The Parents Fair and the Kids Exchange are both free admission events. No Exhibitor Badges are necessary to enter.
- **CONCESSIONS:** The Fairgrounds has an agreement with the owner of the restaurant located in our building. Exhibitors are not allowed to hand out concessions of any kind (food or drink / sold or free). 2 ounce samples are allowed if related directly to your product. Samples must be pre-approved by the State Fairgrounds Staff one month before the event.
- **EXPOSURE:** The shoppers will wait in line to check while passing every Exhibitor Booth. This traffic flow allows each and every exhibitor face to face contact with ALL shoppers! The opposite side of your booth will be open to the sale floor. Shoppers may access your booth on this side without waiting in the checkout line. Your success is very important to us. The Parents Fair is a high priority to the Kids Exchange organizers. We will do everything possible to direct the shoppers to your booth. Please note that your booth will NOT have a traditional 8' backdrop.

- **OPTIONS:** Your booth includes (2) skirted tables, (2) chairs and 3' curtains between the 10' x 10' booths. PLEASE MAKE ANY ADDITIONAL REQUEST PRIOR TO JULY 10<sup>TH</sup>. This includes additional tables (\$25.00 each) and chairs (\$5.00 each).

Below, please find tactics for a successful show:

**Tactic #1: Set attainable goals for the show and have a clear strategy on how to accomplish them.** The Kids Exchange & Parents Fair is not only a retail event. You should set goals like: collecting 200 prospect leads, booking 100 appointments, signing up 10 new clients, increasing company awareness, and beginning the process of building long-term relationships. While some businesses will have products to sell on-site, gathering the information to establish a long term customer will normally prove to be more profitable. Make sure your goals are clear and share them in detail with all staff members working your booth.

**“A GOAL IS NOT A GOAL UNLESS IS IT WRITTEN DOWN AND CLEARLY UNDERSTOOD BY ALL INVOLVED!”**

*Zig Ziglar*

**Tactic #2: Target your message to your audience.** Your sales message should be geared to show how your product or service benefits the family or a specific member of the family.

**Tactic #3: Choose a mom-friendly activity that can be completed in less than 1 minute, and is simple and inexpensive for you to produce.** Offer something fun for mom. Having the mom pass your booth excited to participate in your activity, eliminates the anxiety of reaching across the aisle and making that initial introduction with your new potential customer that is common for most. Once the customer is in front of your booth, (your comfort zone), they are willing to engage in conversation and give you the necessary info to create a list of your target market. Your list provides you with a **link** to your new customers – therefore making your \$\$ and effort well worth the immediate and future benefits that this unique marketing strategy will provide. This is impossible to do with traditional marketing. You need to entertain the mom long enough to introduce yourself to the customer, qualify them, and promise to follow up with them later.

**Tactic #4. Send prospects a personal invitation to visit your booth.** Invite current clients to visit the Kids Exchange and receive a gift or discount at your booth.

**Tactic #5: Use captivating signs and graphics in your booth.** You have 3.5 seconds to make an impression. If your booth is attractive and eye-catching your prospects will stop. Spell out for your prospects what's in it for them. Use your signage to highlight a few specific products, services, or specials that you are offering.

**Tactic # 6: Create an opportunity to sell.** People expect bargains and ease of entry at shows. Often, you will do best by offering specials on your smallest products and services at the show. ie: A furniture store might focus on selling accessories but showcase the furniture so potential customers understand the product quality when they are in the market for the larger, more expensive items.

**Tactic #7: Arrange your booth so it encourages prospects and customers to enter.** A table arranged down the side of your booth will give you the opening to engage with your prospects directly.

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**Tactic #8: Stand up! Body language is important.** Your actions, emotions, etc. help create an inviting atmosphere. If you omit this tactic, the beauty of this booth may have been in vain. Consider offering your chairs to weary parents! Building a relationship with clients involves a series of small closes. The first close is getting them in your booth.

**Tactic #9: Avoid taking too much literature to the show.** (Your money is better spent in creating a dynamic booth, therefore leaving a visual impression!) Mail it instead. Literature passed out at trade shows may get lost in a pile. Demonstrate your responsiveness - instead of passing out your own literature, prepare promotional packets in advance and mail them to prospects when you get back to work on Monday. If someone wants a brochure, say "I sure do, but I didn't think you'd want to carry literature around with you today, so why don't I mail it straight to your home or office?" You can be sure that they will read it when it arrives in the mail.

**Tactic #10: Provide a give-away in your booth.** On your registration forms, make sure to ask the customer any questions that will qualify them as your niche market and help you with your future contacts. Feel free to make this a mandatory field. The give-away serves as an ice breaker to discuss your business. It also provides you with a non-evasive way to obtain the necessary information you need to qualify them as your customer and maintain future contact. This drawing, along with making a visual impression with shoppers with a well designed booth and fun interaction assures success and well spent time and money.

**Tactic # 11: Identify your market from your registration forms.** We advise you to maintain contact with the majority of all those who register. If some registrants aren't your immediate market, they do have an arc of impulse and will forward your name to a qualifying friend. Don't ignore them. However, the majority of your effort should be focused on your specific market. You should make your first contact as soon as possible.

**Tactic #12: Finish the job!** Would it surprise you to know that only a very small percentage of exhibitors actually follow up with trade show prospect leads? Those that do, reap the benefits of new business. Your prospects have met you, seen how family-friendly your company is, and have been introduced to your products and services. Don't let them go home and forget about you! Follow-up with your hot prospects the week after the Parents Fair. Send every lead a thank-you note for stopping by your booth along with a promotional invitation to visit you at your store front. Give them a reason to act in the form of a discount or special offer.

**Tactic #13: Follow up - All year long.** People purchase when there is a need. If you have made an impression on someone, and remind them of your existence monthly, you are likely to be the first choice when that time arrives. Unless you spend massive amounts of money on BRANDING, this is impossible to do with traditional marketing. (ie: your occasional \$1500.00 on a newspaper ad.) Once you have identified your marketable prospects, never lose contact with them. Communicate monthly by postcard, phone, email, etc. (When possible, remember something personal about the new customer and remind them of it. This can be easily obtained by creating a profile sheet on new customers and noting conversations and interactions.) Example: If your business lends itself to a Kids' Birthday Club, get the names and birthdates of the children. Send no-strings-attached offers to come into your store for a birthday gift. Moms love to be pampered and Dads like to feel special, too, so don't forget to ask about anniversaries

and parent birthdays. Receiving hand-signed holiday and birthday cards from you during the year will surely continue to give these families a positive impression of you and your business.

**“Keep on doing what you're doing & you keep on getting what you're getting!”**  
**Zig Ziglar**

Congratulations for being in the small percentage of business owners who are willing to step outside of the “norm” and find new ways to get the job done. Growth is sure to follow!

~ Amy, Julie & Doris .....Kids Exchange & Parent Fair

Contact Information:  
Amy@KidsExchange.net  
Office: 841-9131  
Fax: 841-0396

- Please note that your Exhibitor Agreement is on the following pages. Please print this form and fax or mail with your \$100 deposit asap. Booths are limited to the first 20 and sell out quickly. Thank you for your time and interest. We hope that you will join our TEAM!

**EXHIBITOR AGREEMENT**

**Kids Exchange**  
**&**  
**Parents Fair**

Participation is based on a first come, first serve basis.  
Please complete and return.

7128 Falls Glen Court  
Raleigh, NC 27614  
(919)841-9131 / fax: 841-0396  
Amy@KidsExchange.net

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ Zip \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

**YES! I would like to participate in your upcoming Family Show!**

**Please check the show that applies. Booth space includes one skirted table & two chairs.**

**Kids Exchange Sale & Parents Fair  
NC State Fairgrounds / Jim Graham Bldg.  
January 4<sup>th</sup> – 7<sup>th</sup>, 2007**

- ( ) Single Booth (10 X 10).....\$595.00
- ( ) Double Booth (10 X 20).....\$895.00

**Kids Exchange Sale & Parents Fair  
July 19<sup>th</sup> - 22<sup>rd</sup>, 2007**

- ( ) Single Booth (10 X 10).....\$595.00
- ( ) Double Booth (10 X 20).....\$895.00

**Additional Options Available Per Show**

- CHECK ALL THAT APPLY**
- ( ) Title Sponsor.....\$5000.00
  - ( ) Distribution Sponsor ..\$1000.00
  - ( ) Electricity.....\$45.00
  - ( ) Poster Sponsor.....\$1000.00
  - ( ) Additional Table.....\$30.00
  - ( ) Program Sponsor.....\$500.00
  - ( ) Carpeted Booth (10' x 10').....\$75.00

**A \$100.00 non-refundable deposit is required to confirm exhibitor participation.**

Total due: \_\_\_\_\_ Amount paid: \_\_\_\_\_ Balance: \_\_\_\_\_ ( ) check # \_\_\_\_\_ (made out to "Kids Exchange")

**Please Mail Registration Form and Check to:  
Kids Exchange, 7128 Falls Glen Court, Raleigh NC 27614**

I have read and accept the terms & conditions as set as set forth on the reverse side of this agreement

BY: \_\_\_\_\_  
Exhibitor Representative's Signature

BY: \_\_\_\_\_  
Kids Exchange Sale Rep.

**TERMS & CONDITIONS**

Exhibitor hereby rents the designated booth(s) for the event listed on their agreement, for the sole purpose of displaying, exhibiting, promoting and/or selling merchandise, products and/or services as stated on their agreement, for the operating hours of the event.

Exhibitors must be present and set up must be complete by move in date and time. Under no circumstances will Exhibitor be permitted to break down their display or vacate the premises prior to the schedule end of the event.

Exhibitors will not sell booths with any other Exhibitors and/or display promotional literature and/or products another firm, company, individual or organizational. Exhibitors will only be permitted to display, exhibit, promote and/or sell within their designated booth. Kids Exchange & Parents Fair reserves the right to remove any items which were not approved in advance.

Exhibitor's displays erected for the event must be free standing. Nailing, stapling, pinning and/or taping to the event sites columns, walls, fixtures, and /or floors is prohibited. Displays should be attractive and appealing. They should identify your product / services.

Demonstrations must be organized with your assigned booth and may not interfere with any traffic from the aisle. Noise levels within your booth may not interfere with any other exhibitor. Complaints should be directed to the event staff.

Exhibitors will dress in appropriate casual / business attire and will conduct themselves in a courteous and professional manner at all times.

Special requests of any kind, must be made directly to Kids Exchange & Parents Fair no later than 30 days prior to the event date.

Exhibitor agrees that Kids Exchange & Parents Fair., the event site, their employees, agents or representatives will not be responsible for any damage to or for the loss or destruction of Exhibitor's property or injuries to the Exhibitor, their representatives, agents or employees. All claims for such loss, damage or destruction or injury are expressly waived by the Exhibitor.

Exhibitor understands and agrees that Kids Exchange & Parents Fair makes no guarantees guarding weather conditions or attendance at the event.

If Kids Exchange & Parents Fair is prevented from producing the event herein by reason of any act of God, fire, flood, public disaster or any other cause or reason either within or beyond the control of Kids Exchange & Parents Fair, such condition shall be deemed a valid excuse for delay or cancellation of the event. Kids Exchange & Parents Fair reserves the right that the event may be rescheduled for another date and/or location chosen by Kids Exchange & Parents Fair.

Kids Exchange & Parents Fair agrees to provide Exhibitor with two skirted tables and two chairs per booth space for the event.

Exhibitor agrees, for the interest of the show , that they will provide a booth drawing with a minimum retail value of \$50.00 to be awarded to an attendee of the show.

I have read and accept the terms and conditions as set forth.

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Exhibitor signature

date