



Tip Sheet:

Are you doing exhibitor booths, displays and tradeshow in your business that you could be more prepared for?

by Katrina Sawa, The JumpStart Your Biz Coach

Quick Checklist of Items to Bring for Tradeshow, Conferences, Displays and Even Speaking Gigs:

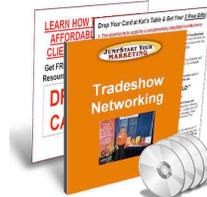
1. Plenty of business cards, brochures, sales flyers, tip sheets, order forms, etc.
2. Plastic (or other) holders for biz cards, brochures, flyers, signs to display on the table upright
3. Promotional giveaways or items and a basket to display them in possibly
4. Your products, CDs, books and whatever hardcopy items you have for sale
5. Fish bowl or basket of some sort to collect cards in for a drawing at your booth
6. Possibly a signup sheet for email list (make sure to collect full contact info, not just name and email though!) or making appointments on the spot
7. Drawing slips for those without business cards to fill out and enter your drawing with
8. Some kind of free drawing prize – could be physical gift although you have to get it to the winner, if a big event you may want to offer a digitally delivered or downloadable gift/service.
9. Risers for your table display to make some things sit higher up on your table, cover w/ colored napkin or material to match
10. Extra tablecloths, colored napkins and or tooling to match theme or brand
11. Banner or large sign for behind the table, hanging from draped poles or floor sign for side
12. Balloons or flowers matching colors to theme or brand
13. Office supplies: regular pens & large fat pens, extra paper for handwritten signs, regular tape and packing/duck tape, tablecloth clips/holders, paperclips, safety pins, velcro stickers, metal banner hooks, clipboard (s), dice for game, rubber bands, stapler, scissors, post it notes, rope, sharpies to write on super gloss biz cards, name badge holders or nametags
14. Basket of candy or some edible goodie either with business card attached or not to attract people to your booth.
15. Portfolio or brag book of your work (if applicable) to show
16. Laptop, mouse, power cords and flash drives or CDs to showcase video of product/service/event/testimonials in case of no Internet coverage
17. Radio or music of some sort to attract attention and make your booth more lively.
18. Sheets or handouts with your bio on it, speaker topics possibly, testimonials, etc. to get to know you better.
19. Handouts with your list of services and fees or just include on an all encompassing order form
20. New client packets or whatever someone would need if they engaged in your products/services today – bags for product purchases, folders, bonus gifts, flash drives?
21. Ice chest with waters, snacks to hide under the table if you can't get away
22. Comfortable shoes or couple change of shoes depending on how long you're there
23. Phone chargers for charging your phone since you'll be taking lots of pictures and posting on social media while you're there, cameras, batteries
24. FOR SPEAKERS ADD: PowerPoint presentation, printed introduction sheet, projector, clicker
25. Cash for emergencies, snacks

***Find out more tips for tradeshow on Kat's YouTube page or Blog – all linked on the website!**



2 ACTION STEPS YOU CAN TAKE NOW:

1. Grab Kat's Networking Tradeshow Tool Kit for \$57 and develop a better process for more capturing more prospects and following up with those you meet – go to <http://katrinasawa.com/products/tradeshow>.
2. Grab a FREE COPY of her Entrepreneurs Success Kit now + 3 other Free Gifts – go to <http://www.JumpstartYourMarketing.com/freegifts>



About Kat:

Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. She works with highly motivated entrepreneurs that want to maximize and fast-track their business to make more money, enjoy more free time and fully embrace your happiest life ever. Katrina uses online and offline Relationship Marketing Systems & Strategies to leverage your resources, contacts and your expertise; plus she kicks you in the butt to implement it all too! Katrina's mission is to inspire, motivate and educate entrepreneurs to think and play bigger and know that anything is possible! She's been featured on the Oprah and Friends XMRadioNetwork, ABC and theCW. Katrina is a dynamic speaker, award-winning coach and author of the book, Love Yourself Successful. Watch Kat's About Video here now: <http://katrinasawa.com/AboutKat>



A Few Success Stories of Kat's Clients:



"After speaking with Katrina for just 5 minutes, I knew she'd be the perfect coach for me. Within only 90 days, she helped me create an entirely new website, automate, delegate and systematize so I could finally have a website that produces results. **With her straightforward, laser focused approach, she zeroed in on exactly why my website (and business) wasn't generating income.** She taught me the importance of organizing my database, following up with contacts, staying in touch with my subscribers, how to write better copy and so much more!" ~ Debi Silber, MS, RD, WHC, The Mojo Coach™, NY TheMojoCoach.com

"I had, literally, just spent thousands of dollars reinventing myself and my business, but was in a rut. **I have to admit that I was hesitant to spend any more money on another so-called expert, but in the three hours I spent with Katrina, I came to realize I had been missing several basic and fundamental steps in "getting my act together."** She lit a fire under me to fine tune my target market, change my logo, start making simple changes to my website so that it would start working for me rather than just look pretty, and got me to take action on letting go of old, money-wasting advertising, and start doing more relationship marketing. I only wish I would have contacted her BEFORE I spent thousands of dollars on my business revamp." ~ Wendy Harris, "The LifeSTYLIST", CA Getfit4success.com



"When Katrina promises to deliver, she OVER delivers! When I attended her **JumpStart Virtual Training**, I received more resources and help from her than I've ever gotten from any other coach, course, or seminar in my life! She helped me get crystal clear on how to develop winning programs and I earned **more money** this past September than I have in **any month in the past 9 years!**" - Linda Allred, THE Bad Habit Breaker/Certified Hypnotist, www.LindaAllred.com