

IGEN CHALLENGE TRADE SHOW TIPS

Where: Innovation Centre, 460 Doyle Ave

When: June 7, 2018

5:00pm – 8:00pm

Who: Top 10 Jr. & Sr. Teams

Trade Show Set-Up: 3:30pm-4:30pm



CONGRATULATIONS ON MAKING IT TO THE TOP 10! (JR. & SR.)

The finale stage of the competition is the **Live Pitch** (Top 5 Sr. Teams) & **Trade Show** (All Jr. & Sr. Teams) evening on June 7, 2018 at the Innovation Centre.

Please refer to the below helpful trade show tips for your booth:

- Bring all promotional items (samples, business cards, brochures)
- Space is limited (3-4 ft. per display). Teams may have to share a table depending on available space.
- Arrive early to make sure you have all you need (electrical outlets, tape, extension cords etc.)
- Bring your own supplies (computer, tvs, cords, duct tape, safety pins, batteries etc.)
- Make your booth look nice:
 - ✓ A black table cloth will be provided for you
 - ✓ Signs (computer generated are best but hand-painted is fine if done neatly)
 - ✓ Set TVs or computer at eye level (5-6 ft. high) using sturdy boxes or tables (covered with cloths as well). Do not turn up too loud as to disturb other vendors.
 - ✓ If you're hanging samples ... make sure they are big enough to see
 - ✓ Keep your booth neat and professional looking at all times (no food, drink or personal items lying around on or in front of your product display table)
 - ✓ Bring your own CASH FLOAT if you intend to sell your product at the Trade Show
 - ✓ Be prepared with a clipboard and pen to take emails if you have interested parties
 - ✓ Watch your table at all times to prevent your product from possible theft
- Talk to the people milling around – remember your elevator pitch ☺
- Dress appropriately – whether you wear business clothes or a uniform you have chosen
- Always smile and look friendly and inviting to your potential customers