

Trade Show Guidelines

Goal of Booth:

- Ultimately the goal of your booth is to increase your client base and sponsor business builders into your organization.
- One of the most important aspects to accomplish the above is to “drive traffic” to your booth.
- People who have an enjoyable experience at our booth so they want to learn more about Arbonne.
- Lead Sheets - use these for a drawing
- Skin Analysis (depending on type of booth or interest level in product)
- Survey
- Optional: give 3 day anti-aging trial pack (sample) with instructions on how to use. Set up a time to call them to get their feedback - this will ensure that you get their phone number to follow-up.

Getting Names and Numbers to Follow-up - create excitement when people are automatically entered into a Drawing when they take home a sample of the RE9 Advanced. Have a display of the product and the before and after pictures. Use the lead slip/skin analysis or create a form for them to fill out. Give them the date you will be calling and ask if morning or evening is best.

Follow-up: Create a follow-up process to ensure that every lead is contacted.

Theme/Decor of Booth: Depending on the type of trade show, expo or booth. Revolution in Anti-Aging, Girls Just Want to Have Fun - Arbonne Cosmetics, Healthy Living, etc. Be creative!

Setting up Booth: Don't over-do it. Clean and inviting is always best. Too much clutter is a turn off. It can be overwhelming and the confused mind always says no.

Product Display may include - choose products based on what the trade show theme is:

- RE9 Set with new gold bag
- Pictures that stand up from the Arbonne Cosmetics Case
- Before and After Pictures
- Sea Source with the Detox Brochure, Bath Pillow, Body Brush etc.

Tester Products

Put your stickers on all of your products both testers

- *Tester RE9 Eye Cream and RE9 Lift*
- *Tester RE9 Body Cream, Neck Cream*
- *FC5 Hand Cream*
- *Detox 5 in 1 oil, Re-mineralizing Lotion or Gelee*
- *Chews or Fizzy Drinks - have these premade in thermos - with little dixie cups to try*
- *Holiday Products - when appropriate*

Give Away -

Renting a “wheel of fortune” wheel is a good idea to create more excitement at your booth. Each person who comes to the booth spins and has the opportunity to “win” a gift. Most gifts are small, but excitement and fun is created around your booth. It will definitely bring lots of traffic to your booth!

Gift Ideas:

- any small holiday gifts
- mini FC5 gifts
- any inventory of products we know longer sell can be used for give aways
- samples
- You may also choose a few larger gift items from the aromatherapy or FC line.

Selling Product

Typically, when it's not the holiday season, we don't sell a lot of products at booths. However, during the holiday season we tend to have more success selling products, because people are specifically shopping for holiday gifts.

- Whatever people are testing at your booth is what you will usually sell. You can always take orders to be delivered or mailed.
- If you have product on hand - bring it to sell.

Forms/Business Aides

- *Mini RE9 Advanced brochure and Arbonne Cosmetics Mini Brochure*
- *"Is this business for you" two page sheet ~~or~~*
- *Curiosity Packets and Arbonne "It's Time For You" DVD (If possible bring a lap top or DVD player and have video playing at your booth)*
- *RE9 Advanced Samples (minimum 20 each) with instructions inserted and "Unique, Unparalleled, Unprecedented"*
- *Product Catalogs (10-20)*

Other Items:

- Pens
- Business cards
- Calculator
- You will need to have ONE Roll cart to put all of your supplies in. Please label your cart with your name in a large print and every drawer so that you can easily access your items
- Name badge

Set Up and other To Do's: - (If you are doing this with a group)

1. All items and products must have your sticker on them for identification.
2. Everyone helps with set up. Arrive at the time determined by the group

Other Items Needed: move this to the other item section above

- Acrylic Frames and Risers for literature and Products
- Hand Mirrors from Arbonne Business Aides
- 4 Boxes of Kleenex
- Trash Cans/bags