



CAPITAL PRIDE
2012

10 Helpful Hints to Get More Pride Booth Traffic

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How memorable will your Capital Pride Festival booth display be? More important, what will festival attendees remember about it? According to Exhibit Surveys, Inc., although an average of 80% of a booth's target audience remembered visiting the booth, only 43% are saying they had meaningful interactions with the booth staff.

The well-respected NJ research company also finds, on average, 32% of exhibition attendees are first-timers at the event. That means great potential for your company...*if* you maximize the opportunity.

Below are the secrets to success to drive more traffic to your festival booth based on 10 years of my own professional experience and observation, trainings, research, and growing up in a city where major festivals happen all year round - Chicago. Use these tips to stand out and make your best impression!

1. **Know Your Target** - Like different cities, states, and countries, each event has its own culture. Research the attendee culture and learn general likes, dislikes, and preferences of the people you want to stop by your booth.
2. **Focus on a Goal** - Everyone is expecting to have a good time at Capital Pride Festival. But your team's focus should still be on achieving business goals. Will you be there to increase awareness of your product or service? Generate sales leads? Connect with customers?
3. **All Arrows Point to Them** - Festival-goers attend for the unique experience of being among others who share their interests. This applies to vendors as well. It should be clear to attendees that your business cares about their interests.
4. **Beautify Your Booth** - Attendees are always drawn to inviting, attractive spaces. Think about it. Everyone will be walking around in the hot sun for hours. Yours could be the friendly "oasis" everyone at the festival is talking about. Invite them in. Make them welcome.
5. **Avoid the Brochure Barrier at All Costs** - Festivals are designed to be informative through fun interaction, and booth visitors expect just that. So there's no need to bring tons of brochures and flyers to hand out. Besides, the wasted paper is not good for the environment. Verbal communication and demonstration are the best ways to generate interest in what you have to offer.



6. **Only Bring Your Best and Your Brightest** - ImageSpecialist trainer, Marlys K. Arnold, taught me that 80% of the reason why people decide to do business with you is based on their interaction with your team. Therefore, the people you want to staff your festival booth should be knowledgeable, likable, and goal-oriented for the best return on your investment.
7. **Get to Know People** - One of the biggest mistakes your booth's staff can make is ignoring the people passing by and especially the ones who are already standing at your booth. Don't forget to engage your audience. Ask them the right questions to find out if you can make their festival experience even more enjoyable and worthwhile.
8. **Wow'em with Your Gifts** - One of the simplest ways to get everyone at the festival talking about your booth is to have folks asking others, "where did you get that?!" Again, referring back to Tip #1, when deciding what to bring as "giveaways," think of items that will excite your target audience enough to take away with them and visible enough to get the attention of others.
9. **Promote Promote Promote** - You've just read numerous ways to get attention for your business at the event. However, it's even more important to advertise prior to. All of your ads and messages leading up to the event date should let everyone know your company will be there and give them incentive to come by and see you. Experts have said about 70% of attendees plan which vendors they want to visit before they even get to the event.
10. **Have Fun** - Mixing business with pleasure can sometimes be a no, no. But in this case, as long as you keep company goals in sight, having fun with your potential customers at their favorite festival is a win-win. Think out of the box about ways to engage them. After all, this is Capital Pride - the most out of the box festival of the year!

If you would like more insight or assistance in any of these areas, or if you have other questions about enhancing your booth display, contact Liesa directly at lbrown@capitalpride.org.