



## Tips for making your exhibit table shine!

### 1. PRESENTATION!

Presentation is everything! Wow the public with your first impression (and it does not need to break the bank). When setting up, think of the ways your booth will appear to passersby. You want to offer a wide array of items to display; think about both *horizontal and vertical* space as well. Have extra items, brochures etc. stored under your table. Electricity is available: First come, first serve. *Less is more.*

**Examples:** Use a tablecloth (e.g. inexpensive flat sheets, fabric work well) to drape over the table, use crates to add depth and “shelves”, use old opened suitcases for charm, invest in a mannequin (such as one that is used to learn CPR), The more eye catching your booth (without being overcrowded) the better. It speaks for you and your organization.

### 2. ADVERTISE YOUR BUSINESS

Bring your business cards! A clever business card holder can be fun. If you are on social media, have a separate sign indicating where your organization is located on the social media platform (on your business card is a plus). Bring and display colorful brochures, handouts.

### 3. BE AVAILABLE – SMILE, EYE CONTACT – MAKE IT FUN!

If you are able, plan to stand and greet everyone that walks by. Balance between engaging with people and giving them space. Watch body language in regard to what else you will do or not do to engage in further conversation. Think about a game and/or questions you can ask visitors to your table and then provide a prize for correct answers.

### 4. WHAT DOES YOUR ORGANIZATION HAVE TO OFFER THE PUBLIC?

*Again, less is more.* What can you display that will be helpful to older adults and/or caregivers? Poster board with testimonials/pictures? Brochures, handouts? A 3-D display (e.g. spine)? Stuffed dog to advertise you are pet friendly? Bring promotional items if you have them. A candy dish is another way to entice people to stop by.

**Note: Think of candy that avoids common allergies. Have a sign that indicates this.**

### 5. WEAR YOUR BRAND!

Wear your uniform or a shirt, hat from your organization