

2011 Sonlight Training Conference



February 2-4, 2011

Littleton, CO

Booth Design

Judy Wnuk

Another vendor commented that “Sonlight has really grown up” after seeing the new design.

I. What really “popped” in your booth design in 2010?

- a) fitted tablecloths
- b) table-top banners
- c) LA and Electives samplers
- d) more booth spaces
- e) coupons
- f) data capture tool

II. What didn’t “pass muster” in your 2010 booth design?

- a) 2 floor banners too much in many setups
- b) Newcomer package vs. full Core
- c) a fitted 4’ tablecloth would have been better
- d) samples of Core titles vs. Core Samplers
- e) tablecloths dirty/torn by late season
- f) Science display not a big draw

III. Details, details ... What makes your booth look “snap”?

- a) Ironed tablecloths – either iron at home or in hotel, hang on skirt hanger for transport
- b) Spot-clean tablecloths
- c) Replace worn/tattered books/products

IV. The value of a mental rehearsal

- a) Think through the set-up process (create packing list)
- b) Do a sketch or actual set-up of booth
- c) Where will you station your assistants?

V. Using your booth space – stack your team

- a) Mentally divide your space
- b) Put your most out-going assistants in the front space (contact cards, general inquiry)
- c) Assign assistants to their areas of strength
- d) Consider a rotation to keep assistants fresh

VI. Small rack design

Recommend that you practice putting IGs and books into the small rack at home. When you have the books arranged with maximum visibility, take a picture. Print the picture and include in the box where the books are carried.