**BOOTH DESIGN DISCUSSION**

I. Why another change?

II. What is the purpose of our booth design?

III. Making an impression.

*Attendees recall only 15% of the companies they visit on a show floor. The other 85% are forgotten.*

<http://www.classicexhibits.com/trade-show-exhibit-design-search/trade-show-tips/exhibit-marketing-43/>

IV. Enhancing lead generation

V. Setting goals for your booth team

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| **Score** | **Label** | **Description** | **Body Language** |
| **0** | Actively disinterested | Happy using another product. Only stopped by to satisfy curiosity or because spouse/friend was interested. Made a point to stop in to complain. | Antagonistic, closed, argumentative |
| **1** | Not interested | Leaning in another direction. Doesn’t agree with approach/philosophy. Knows no one who uses Sonlight. | Aloof, closed, bored. |
| **2** | Minimal interest | Risky lead. Not ready to commit. Doesn’t know what they want. Easily swayed by every other marketing pitch. | Wishy-washy, confused, uncertain |
| **3** | Possibility | New to homeschooling and/or Sonlight. Actively looking for curriculum. Researching/comparing best choices for their child. | Tentative, inquisitive, seeking |
| **4** | Interested | Familiar with homeschooling. May have heard about Sonlight or literature-based learning. Friends or family have given positive feedback. Intrigued by what they’ve heard or read. | Open, engaged, intrigued |
| **5** | Sale waiting to happen! | Has researched Sonlight, checked out 3-week samples, interacted with friends/family that use it. Needs to hear how it will work for their family. Comes with a checklist. | Passionate, eager, ready to spend money! |