

## Instructions for Exhibit Booths and other Events

This document provides information on setting up a booth at an event, as well as things you can do at other types of events that do not have booths.

### Setting up the Booth

- Make a list of items you have to display and how many of each there are in the beginning. That way you can keep track of what you distribute. Also, if someone else is manning the booth on a different day, they will know what materials should be present.
- Items that might be displayed:
  - ECG folding display. Each state should have one – usually the state chair keeps it. Check it out in advance to be sure it is relatively up-to-date.
  - Large maps of ECG Maine to Florida route, your state and adjacent states, if available. The state chair should have these, too.
  - Stacks of take-away information (you may or may not have all of these items at your event. Contact [kitty@greenway.org](mailto:kitty@greenway.org) to have needed handouts mailed. Please do this at least 2 weeks in advance.)

Item	# Sent	<input checked="" type="checkbox"/>
ECG Brochures		<input type="checkbox"/>
ECG Rack Cards		<input type="checkbox"/>
Small ECG info cards		<input type="checkbox"/>
Info sheets		<input type="checkbox"/>
ECG Stickers		<input type="checkbox"/>
Newsletters		<input type="checkbox"/>
“How you can help” sheet		<input type="checkbox"/>
State of the Trail Report		<input type="checkbox"/>

- “Look but please don’t take” – Items that are to remain at the booth:
  - The state’s Blueprint for Action (write “Booth Copy” in large letters on the cover. Let people know they can download their own from our website if they want a copy)
  - A mailing list sign-up sheet, including spots for name, mailing address and email address. Please send a copy of this to Kitty at the Wakefield office.
  - Vinyl ECG logo banner – get this from your state committee chair.
- For Sale Items
  - If you are provided with items for sale, you will have a sale sheet with prices to display. Be sure to have enough change. Checks can be written to ECGA. Please, don’t give away merchandise with a promise to pay. If people don’t have money, let them know they can order on line.

Item	# Sent	<input checked="" type="checkbox"/>
Caps		<input type="checkbox"/>
Jerseys		<input type="checkbox"/>
Pins		<input type="checkbox"/>
T-shirts		<input type="checkbox"/>
ECG Trail Markers		<input type="checkbox"/>

- First impressions count! Try to arrange the table as neatly as possible. Use your best judgment on how to arrange the items in a visually appealing way. Items should be easy to reach and see, and not too crowded.
- Don't worry too much about how the booth is "supposed" to be set up. Every booth is different, so just use your creativity. Just make sure that things look neat and aren't crowded together. Check that banners and items attached to the display are straight.
- There may be handouts from your own local trail or other people's trails on the table. Keep these a bit separate from ECGA materials and point them out to booth visitors.
- Generally you should be able to store extra items underneath your booth – make sure that other volunteers know where the extra items are located so they can restock. Keep any boxes that the materials came in because they will be needed for packing up at the end.

### **Maintaining the Booth**

- You'll need to restock and straighten your items throughout the day. Encourage people to take items to read over later – that's what the items are there for!
- If you leave the booth to walk around (and you should!), please make sure there are plenty of take-away items set out on the table for people to pick up. *Please move "for sale" items underneath the table before you leave the booth. Carry any money from previous sales with you.*

### **Interacting with Visitors**

- Take time to get familiar with everything at the display – it will help you feel more comfortable answering questions. If you go through the display and the brochures, you'll probably find most of the answers to common questions.
- When you're at the booth, meet and greet as many people as you can. Many people are just wandering around and all it takes is a "Hello" to get them to stop and come over to your booth.
- As you pass things out, tell them they can learn a lot more from our website. Our website will be printed on all the materials you hand out.
- Don't worry if you don't know the answer to a question! The people visiting the booth don't expect you to know everything. Tell them you don't know, and let them know they can visit our website or call/email us at the office and we'll be happy to answer their questions. Also have the contact information for your state committee chairs and regional liaison on hand – they can answer all local or regional questions.
- Encourage people to join the Alliance. More members means more clout to get the trail done.

- Get as many names as you can for our mailing list. If they sign up on the form provided they will receive our e-newsletter. If they become a member they get the print newsletter and user maps as they are produced.

### **End of the Day**

- If the event is continuing the next day:
  - Straighten the table
  - Put valuable items back under the table or take them with you
  - You can leave the display and handouts on the table
  - Leave notes and instructions for the next person, if needed
- If closing the booth:
  - Pack everything up in boxes and cases provided.
  - Take items with you to keep or send back to the ECGA – this should be arranged ahead of time. Items being returned to the ECGA, such as merchandise, cash, checks, and copies of the sign-in sheet should be sent to:  
ECGA  
Attn: Kitty Carter  
27 North Road  
Wakefield, RI 02879

### **If you are attending an event but will not have a booth or exhibit**

- Be sure to carry plenty of business cards, brochures, and current newsletters with you
- Bring paper and pen to write down information you learn at the event
- Talk to as many people as you can. Don't be shy about promoting the ECG, that's what you're there for!