Trade shows & Trunk shows

Trade shows and Trunk shows

1 **Promote, promote!!**

The store or tradeshow should have your brand prominently featured on their store website and their event page, and email announcements to their customer base

2 **Collect Information**

Ensure to have a guest book out to capture the names, phone numbers, E-mail addresses of customers who attend.

3 **Create a relaxing atmosphere**

.
Create an environment which is very relaxing to guests and invites shopping

4 **Dress the part**

Look sharp, be sharp, be friendly and attentive to your customers.

5 **Get leads!**

Trade leads with every other vendor at trade shows,

6 **Tell the story of your work**

Show your process, talk about your inspiration, your research, why your use the materials you use.

7 **Make your customer service impeccable**

Send a personal thank you note to the store owner/trade show manager for the opportunity, and communicate promptly with those who placed special orders