



Hot Tips to Know for the NACS Show!

BOOTH SET-UP AND TEAR DOWN

- **Never been here before, plan extra time** if you are unfamiliar with the trade show venue, or set-up/move-in procedures for getting your materials. *You can never have too much set-up time as things may not go as you expected.*
- **Special freight containers.** Be aware of the type of shipping containers your company typically uses. Unless you packed it yourself, you may be surprised at its size, or construction. Know which tools you may need to open wooden shipping crates (or cartons). *Wooden crates nailed together (or bound with steel straps) may be difficult or impossible to open without metal shears, hammers and crowbars, especially if you don't have prior experience.*
- **Before you unpack – take a picture.** When opening shipping boxes or crates take a quick photo of the packed contents, or make a mental note of how the items were packed up. *This will facilitate the tear down and re-packing of your booth for return shipping. Otherwise you may discover that everything that came out of the boxes won't go back in!*
- **Practice setting up the booth** once or twice before leaving for the show. *Some booths are a snap to set up, while others are a bit more complicated.*
- **Keep a second set of instructions/diagrams** with you as you travel. *The one that was packed with the booth may get lost or damaged.*
- **Bring extra strapping (“mover’s”) tape with a cutting tool.** Get the 3 mil stuff rather than the flimsy 2 mil tape – it holds up much better. *Your shipping cartons can sometimes get damaged in transit and may need a quick “repair.” Be prepared to re-seal each box or carton you intend to ship securely.*
- **Got Gaffer’s tape?** (used in theatres, etc.) It’s the 4 inch wide version of Duct tape and is great for taping electric extension cords, etc. to carpeting or back walls. *The common, skinny version Duct tape works ok, but is harder to use.*
- **Be prepared, bring spares.** No matter how many you pack, you can’t have too many electric extension cords, spare spotlight bulbs, fuses (if any), handy wipes, paper towels, and *business cards.* *The little necessities make a difference; and don't forget to bring your camera!*

STAFF TRAVEL

- Consider sending 1 person to the NACS Show early, just in case something comes up, flights are cancelled, or something unexpected happens. *You'll at least have 1 person on site to supervise your booth and start setting it up.*

- Ground transportation can be a real “battle” with hundreds, if not thousands, of retailers and suppliers vying for a finite number of rental cars. *Double check your reservations and do your best to get to the rental center on time – otherwise you may forfeit the rental and be left without a car.*
- Someone must be designated to keep your booth open for the entire time the trade show portion is scheduled. *Early teardowns may result in fines and/or other sanctions.*
- Do not schedule yourself and your people to fly home from the NACS Show early in the afternoon. Past show experience should convince anyone that it’s not practical, and almost impossible to do. *Re-packing a booth for shipping usually takes longer to do than it did to set it up. Allow plenty of extra time.*

BOOTH STAFF TIPS

- The tradeshow portion of NACS Show spans 3 days, and veterans will tell you it’s hard on your feet. *Extra padding under that carpeting will go a long way to soothing your feet – and it invites people to stop at your booth so they can rest their tired feet, too – a great opportunity to meet a new customer.*
- Comfortable shoes are the norm. Keep your fancy dress shoes for dinners or other after-hours activities. *After the first day you’ll wish you packed slippers!*
- Develop and **print a booth schedule** for who will be manning your booth and at what times. Typically the first hours and first day can be very busy – but that generality may be too broad. *You’ll want to have all your best people available when customers stop by – especially if they’ve made appointments.*
- Snacks, breaks and trips to the restroom should be planned as much as possible around the immediate area of your booth. *It’s easy to get distracted and wander around the trade show floor while customers are at your booth.*
- Traffic on the trade show floor and specifically near your booth is completely unpredictable. *Always be ready and available for that next customer’s visit.*
- Sometimes one area seems to get warm and people get uncomfortable. *When selecting you booth attire (if not a uniform) you ought to anticipate the occasional warm day.*

ODDS & ENDS

- If you’re cooking samples at your booth, be certain to have buckets to drain water and plenty of sanitizing / cleaning supplies. *Be ready for anything – water lines can break, unused frozen or refrigerated items need secure overnight storage, and continuous booth cleaning creates a positive image.*