

## US Junior Chamber

### Action Guide:

*Display Booths,  
Information Tables and  
Effective Marketing*

A display booth or information table invites people to learn and interact with members. Chapters sometimes have display booths at fairs or conventions. These occasions offer opportunities to make in-person connections with potential members or sponsors.

This guide will help chapters maximize exposure and return on investment, whether paying to rent a booth, or utilizing them at their own functions, such as in the back of the room at a training session or keynote address.

### **Be Friendly and Approachable**

Make eye contact and smile to people as they walk around the exhibits. Before the event, members staffing the booth can practice brief introductions about the chapter so conversation with prospects will feel natural.

Remember that some prospects may be more interested in attending an event or helping with a project first, instead of joining a chapter right away. It's a little bit like dating. Many people need to encounter a brand several times before buying in, or joining a group, so give them brochures to take home.

### **Frame Dialogue in Context of Positive Change**

Conversations should take a broad focus on the positive change the chapter makes, rather than specific activities. For example, instead of saying "Our largest project is the Haunted House", say "Our chapter works closely with the American Cancer Society to eradicate cancer in our community, and our Haunted House raises funds for that effort." Placing the emphasis on the cause will enable people to see the big picture: members fulfilling the US Junior Chamber mission.

### **No One Leaves Empty-Handed**

The goal of staffing a booth is to get information to the target audience. The first goal after making eye contact is start a conversation, after that, to get an invitation for follow-up contact. This can be an appointment, an e-mail, a phone number or even attendance at a chapter event.

At the very least, everyone should leave with something in their hands that tells them how to contact the chapter. A few weeks prior to the event, request marketing materials from National Headquarters at [customerservice@usjaycees.org](mailto:customerservice@usjaycees.org) and download a customizable brochure for your chapter from the web site. Contact National Headquarters to get a free chapter website template, too.

### **Build Trust and Momentum by Following Up**

Most event organizers will give booth owners an e-mail list for attendees. If that is the case, it's still a good idea to have a paper sign-up sheet or business card bowl because it allows for a personalized follow-up. Never leave anyone hanging.