

vendor tips & tricks



1 JUMP the GUN!

URPA will be providing vendors with a **pre-conference attendee list** including contact information. You can use this information to reach out to attendees and motivate them to come and visit you at your booth!

3 get their ATTENTION!

Think in terms of the fact that there are many other booths and vendors at the conference. **How does your booth stand out from the others?** Displaying vertically will get more attention than laying brochures out on a table. Simple, bright graphics will have the most impact.

5 MAKE it FUN!

URPA members are fun people! They like to play and compete. Create opportunities for them to **engage in some type of activity** that will bring them to your booth. This will give you the chance to talk about what you do and what products you offer.

7 put on your best GAME FACE!

Don't sit in your booth and scroll through email on your phone. **Get up and engage with people, smile and be friendly.** It should go without saying that your demeanor has an impact on your experience, but as a reminder being friendly might make a difference in the outcome.

9 CONNECTION is key!

URPA's silent auction is a great way to draw attendees to your booth and spark meaningful connections. Choose an auction item that showcases what your company offers and leaves a lasting impression. Make your booth unforgettable!

2 PUT it OUT there!

Sometimes it is difficult to determine who is represented at a booth. Your **name and logo** should be the most visible aspect of your booth.

4 LEAVE them with something!

Bring some marketing materials other than business cards. Give out something that they can take with them that is a reminder of you after the conference. Freebies are always enjoyed, but beyond that pamphlets, flyers and product information can also be impactful.

6 FORGET about SALES!

WHAT? Yes the Reality is that you are not going to walk away with a huge sales contract. What you can depart with is contact information and details about how, what, when and where opportunities will be available in the future.

8 who are these PEOPLE around me?

Don't forget about the other vendors. Those in surrounding booths can perhaps be your best **resource for information about potential business opportunities**. Share information and talk amongst your counterparts.

10 know your WHY!

A clear passion for supporting Parks & Recreation Professionals will help you connect better. Be a collaborator with a compelling purpose.



have **QUESTIONS?**

If you have questions before or after the Conference reach out to URPA or the Corporate Rep on the URPA Board:

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