



HOW TO SHOP A SHOW

To have a successful show -- *Be Prepared and Plan Ahead!!*

GETTING READY:

Following is a list to help prepare and a checklist for attending a trade show.

PREPARE AHEAD OF TIME:

- Meet with your Managers/Staff prior to the shows and get their opinion/s:
 - Who is your core customer (in each location)
 - What are the customers looking/asking for
 - Are you missing out on sales because of certain sizes, styles, and/or price points
 - What are your competitors doingKeeping them involved makes them feel validated and invested as a part of the business
- Meet with Your Vendors/Sales Reps
 - Do they provide their retailers any type of Trend/Fashion Preview Service
 - What is it and how can you get it – USE IT!
 - What are they showing in new textures, silhouettes, heel heights, colors, etc
 - What do they see as “the next big thing”
- Consistently refer to fashion magazines and/or sites
 - Check out Footwear Plus Magazine online (www.footwearplusmagazine.com)
 - Retailers subscribe for free!
 - What are the new trends
 - What’s new in textures, silhouettes, heel heights, colors, etc
 - Create your own style/inspiration boards – Share with your staff
- Prepare your printouts - bring to the show & refer to, if possible
 - Know your best-selling styles & brands
 - Know your best-selling sizes
 - Refer to them at the show when deciding on styles/lines/sizes
- Decide On & Plan Your Open To Buy (OTB)
 - Decide if you will be writing orders at the show or when you get back
 - If it’s at the show, be sure to bring your purchase orders
 - If it’s when you get back, be sure to set follow up appts for after the show while AT THE SHOW
- Register online
 - Checkout the resources each show has to offer
 - Maps, brand listing, show directories, mobile apps, etc
 - Remember to print out or download your registration confirmation
- Make appointments...see attached Schedule Sheets
 - If multiple people will be attending from your company, make sure to have copies of appointments for everyone. Even if your schedules are different, it helps when you need to find each other if you know each other’s appts & where each will be (Sample Schedule following)



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- **PLAN EARLY!** The first thing you will need to check is a map of the show, Vendors names are listed in the booth # boxes. If the names are not listed, call the Vendor, get their booth number and fill in.
- Make a list of all the Vendors you want to see
- Next to the Vendor names, list the amount of time you want to give each one.
Remember, it is better to estimate too much time rather than too little
- Now that you know how much time you'll need for each appointment, list the vendors in order of their location (some show websites allow you to do this online) and give them an appropriate time.
- Once you've decided on times, call/text your Rep and make the appointment. It is extremely important to make your appointments early to insure to get the times you've set. If there is a company executive that you need to see at the show, make sure your Rep is aware of this and notifies them for you. Follow-up in an email so you are both on the same page & have it to refer back to if necessary.
- Decide what time you'll be starting and remember to leave time for lunch. If you find yourself running late at the show, be courteous and call/text your Rep. Try to reschedule if you will be extremely late. Be respectful of your reps time. You wouldn't be happy if they weren't there for your appointment or if they made you sit around and wait for them, so don't just leave them hanging and be a no show or get there so late you move into someone else's appointment time slot.
- **Leave some time on one of the days so you can browse through the show to see lines you do not currently carry. The last day is generally a good day for this. Many reps are available and can walk you through or show you highlights without an appointment. Walk the entire floor, you never know what you will find! If you see lines you'd like to see and the booth is busy, simply ask what time would be best for you to return.**
- **Making appointments is imperative for a successful show.** Please respect the Vendors and allow them the time to give you a proper presentation. Many make appointments far in advance and are booked the entire show.
- The best way to work the show is to be organized, book appointments early and stick to your schedule the best you can.

GOOD LUCK!!



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CHECKLIST:

Below is a checklist of items you will need for the show.

- Show Registration / Confirmation
- Business Cards – If printed-Bring a lot, you'll even need them at Seminars & Social Events
 - If you are new, simply print temporary cards with your company name, your name, phone & email so people can follow up with you. They are not expensive to make.
 - You can order a digital business card ahead of time
- Reps Contact info so you can text/call if you're running late
- Calendar (to schedule your follow-up appts after the show.)
- Sales, Projections & Open To Buy Printouts
- Show Appointment Sheets – you can fill out and take a photo on your phone
- Purchase Order Pads
- Laptop/Tablet, Cell Phone, digital camera (& Chargers)
 - Take pics of the shoes you're laying out...It helps later!
- Lightweight briefcase/tote bag to carry all supplies, trade magazines, show directories, etc
 - Many Vendors give away bags at the show in case you don't have one
- COMFORTABLE Shoes – You WILL be doing A LOT of walking
 - Having a change of shoes can help as well
- OPTIONAL:
Band-aids, Water, Tylenol/Advil, Breath mints, lightweight jacket/sweater,
(convention centers get cold – even in the summer)

NEW STORES:

- Re-sale certificate and tax ID number
- Paycheck stubs
- Business cards: If you are new, simply print temporary cards with your company name, your name, phone & email so people can follow up with you. They are not expensive to make.
- Check with the particular trade show you are attending to see which credentials are required.



Shoe Show Schedule: Day 1 - _____

Time	Booth	Company	Rep Name & Cell #
8:00			
8:30			
9:00			
9:30			
10:00			
10:30			
11:00			
11:30			
12:00			
12:30			
1:00			
1:30			
2:00			
2:30			
3:00			
3:30			
4:00			
4:30			
5:00			
5:30			
6:00			
Dinner			



Shoe Show Schedule: Day 2 - _____

Time	Booth	Company	Rep Name & Cell #
8:00			
8:30			
9:00			
9:30			
10:00			
10:30			
11:00			
11:30			
12:00			
12:30			
1:00			
1:30			
2:00			
2:30			
3:00			
3:30			
4:00			
4:30			
5:00			
5:30			
6:00			
Dinner			



Shoe Show Schedule: Day 3 - _____

Time	Booth	Company	Rep Name & Cell #
8:00			
8:30			
9:00			
9:30			
10:00			
10:30			
11:00			
11:30			
12:00			
12:30			
1:00			
1:30			
2:00			
2:30			
3:00			
3:30			
4:00			
4:30			
5:00			
5:30			
6:00			
Dinner			