

## >> EXHIBITOR TIPS FOR SUCCESS <<



- 🌟 **Know what will be provided (no charge):** 1 eight foot table, 2 folding chairs, Wi-Fi
- 🌟 **Know your options:** Pipe and drape booth setup is available for \$40 per booth
- 🌟 **Know what to bring:** You will need to bring anything else necessary for your display and/or sales that is not listed above. If you did not purchase pipe and drape, bring backgrounds and tablecloths to dress up your exhibit. If you are selling merchandise, you will need to bring your own sales equipment such as a phone or tablet with card reader and/or a secure cash box.
- 🌟 **Clearly identify your organization:** Bring easy-to-read, large format, identifying signage and mounting hardware, and post signs facing those who approach your booth (not laying on your table). This way, even at a distance, everyone knows exactly who you are and why you are at Comic Con.
- 🌟 **Know your audience:** Mesa County Libraries strives to keep the annual Comic Con on topic. Relate your information, items for sale, and displays to comics, anime, video games, fantasy, sci-fi, genre fiction, and other geek interests.
- 🌟 **Draw people in:** The more elaborate your display, the more likely it will entice people to approach your booth. Booth signs and graphics should be large enough to distinguish at a distance. Incorporating videos, slideshows, lighting, or music can draw attention; however, lack of power at booths necessitates battery-powered electronics. Interactive displays, games, drawings, and giveaways are winners. Be present and involved!
- 🌟 **Be respectful of other exhibitors:** Be aware of the influence of your exhibit on your neighbors, as the exhibit hall will be full. Limit your setup to your allotted booth space to avoid infringing on other exhibitors' limited spaces. Sounds and lights should not disrupt neighbors' exhibits and communication with customers. If lines form for sales or activities at your booth, try to direct traffic in such a way that it does not block neighboring booths.