



Session 3: What to Prepare for Food Expos and Trade Shows

Presented by Stephanie Ames, BBA Program

Danny Turner, BBA Program



Review of Session 2: Preparing your Pitch



- Preparing Pitch - **Finalize with feedback**
- Sell Sheet vs Order Sheet - **Include in go kit**
- Promotional schedule - **Complete for at least 6 months out**
- Sales Expert - **Practise pitch**
- Product Expert - **Prepare demos or take-home samples**
- Order Management - **Be ready to fulfill orders**
- Risk management - **Demonstrate accountability**
- Leveraging rapport - **Practise pitch**
- Reinforce Commitment to Selling
- Upcoming Mock Pitch

Introduction to Distribution Bootcamp

Session 1

Session 2

Working Group 1

Working Group 2

Session 3

Working Group 3

Topic 3: Prepare for Food Expos and Trade Shows

Date: October 17, 2023

- Finalize elevator pitch and make any changes to go kit/marketing from feedback from peers/working group.
- Practice, get comfortable with your material
- Prepare samples/demos
- Critique plan

Presentation Overview

- Review pitches and revisions
- Preparing for food expos and trade shows
- What is a go kit?
- What should I have in my go kit?
- Finalizing pitch for authenticity
- Sampling/demos
- Best-in-class engagements
- Following up post trade show
- Solidifying the sale
- Critique, modify, adapt and evolve



Review Pitches and Revisions



- What was the biggest take away from our mock pitches?
- How much have you revised?
- Do you feel your pitch is authentic to you? To your brand?
- Are you comfortable with your content?
- How much have you practised?

Preparing for Food Expos and Trade Shows

- Retail ready product
- Go Kit and samples
- Pitches; 15, 60 and 90 seconds
- People and team; have the right people attend with you
- Lead by example, presentable, professional and courteous
- Schedule; arrive early for set up, set up table as per plan and practice



What is a go kit?

- Poll
- What is this?
- How should it look?
- Do you have one?



What is a go kit?



- Aligns brand & product
- Experiential
- Sensory driven
- Simple, safe and accessible
- Target market
- Product category
- FRESH

What should I have in my go kit?

- Check list for all
- Signage; Banner / booth to match brand
- Name Tag
- Pocket Folder
- Information for retailer to understand product
- Sell and Order Sheet
- Business Cards; holder
- Camera
- Table Clothes
- Schedule for follow up



- Demo supplies
- Promo Items
- Office Supplies; pens, paper, note pads, tape, wire, string
- Technology; ipad, tv, monitor
- Water, gum, hand sanitizer, zip ties
- Back up Shoes. Clothes, sweater
- Photos of set up booth for reference
- First Aid Kit
- Ziploc Baggies

Finalizing pitch for authenticity

- Acts on appropriate feedback
- Aligns with your brand
- Should feel comfortable
- Sounds like a conversation you would normally have
- Reinforces your values
- Is clear and concise
- Is accessible for your audience



Sampling and demos



- Looks just like a full-size product
- Fresh and accessible
- Product for tasting
- Product to bring home to enjoy or share with friends
- Sample sizes can be made to include in-store pitches or to be included in new orders

Best in class engagements

- Clear
- Concise
- Authentic
- Approachable
- Professional
- Followed up post show
- Finalized with an order



Following up post trade show



- Ask buyer to indicate the best day & time to follow up
- Ask what method of communication they prefer
- Schedule these calls with name and phone number
- Be timely and accurate
- Offer samples for the store

Solidifying the sale

- Talk to appropriate manager to handle correspondence
- Discuss payment SOPs and invoicing systems
- Confirm pricing, order size
- Discuss terms and conditions
- Arrive on scheduled delivery day and offer display support
- Take pictures!



Critique, modify, adapt and evolve



- Your terms
- Minimum order
- Invoicing
- Payment schedule
- Lead times
- Ask for feedback
- Document sales history
- Update promo schedule

What's Next?

- ✓ Being a Good Supplier
- ✓ Prepare for your Pitch Meeting
- ✓ Working Group Pitch Deck Prep
- ✓ Working Group Mock Pitch Sessions with guest speakers
- ✓ Prepare for Food Expo and Trade Shows
 - Working Group Trade Plan
 - Basin Food & Buyer Expo (Creston Nov 3&4)

Recap

- Review Pitches and Revisions
- Preparing For Food Expos and Trade Shows
- What is a go kit?
- What should I have in my go kit?
- Finalizing pitch for authenticity
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- Solidifying the sale
- Following up post trade show
- Critique, modify, adapt and evolve.
- Upcoming Trade Show Plan
- Basin Food & Buyer Expo November 3 & 4

Thank you

