

# Top tips

## for a productive farm show



The farm show season brings with it the excitement of catching up with customers in person and making new connections. We've collected a few best practices to help you make the most of these opportunities.

**Tip #1 – Show preparation starts well before the show.** Establishing realistic, measurable goals before the show can help inform your booth/tent design, handout materials and giveaways, establish who needs to go/be trained and inform pre-show communications. Even if your staff is seasoned, providing refresher training before the show is a chance to practice messaging, provide body language and engagement training and ensure everyone knows the new products.

**Tip #2 – Avoid using tech and only talking to each other.** Staff members on duty should try to stay off phones, tablets or laptops, which can create the impression of being busy or unapproachable. Keeping appearances neat and hands out of pockets also can make staff more engaging. They should also prioritize conversations with visitors, greeting them as they enter, rather than chatting with co-workers and waiting to be approached.

**Tip #3 – Be open and engaging.** Be interested in the people who visit the booth asking, them open-ended questions and listening to the responses. Get an understanding of what visitors are seeking before launching into a more sales- or product-focused discussion.

**Tip #4 – Consider, giveaways, prizes and handouts strategically.** When providing items to give away, ensure they're branded, won't generate mess—like stickers or gum—violate venue standards and are high quality—even if it means giving them out more selectively or having tiered swag. If you are running a raffle or event, ensure that the item will stand out and is geared toward bringing in your target audience rather than people just interested in the prize. Focus on what your customers use or need—maybe this means offering a service rather than that year's cool tech gift. With informational handouts, provide materials in a format that will be most useful to a farmer so it doesn't end up in the next recycling bin.

**Tip #5 – Be the first to reach out after the show.** Worry less about reaching out too soon than not reaching out soon enough—there's about a two-week ideal window following an event to contact visitors regarding potential sales or future farm visits.