

# 10 THINGS TO KNOW ABOUT HEAT PRINTING AT EVENTS



## Inside:

Learn **which events** are the best for on-site heat printing

Gain **insight** on heat printing at events so you'll be prepared

What is the **best equipment** for heat printing at event



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### How to use this eBook:

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- dark blue underlined text links to more information found on the Internet

# Introduction



There's a special thrill about printing at events. Customers enjoy seeing their apparel being decorated right in front of them, and love walking away with a reminder of the event. Here are 10 things to know about heat printing at events.

# 1 Find Events



On-site heat printing is a great way to generate more sales and get your name out there. You can profit along with the event host. Your up-front cost is low as you're printing on-demand, any unused blanks can be put back into your inventory and used later.

## SCHOOL EVENTS

- Games
- Tournaments
- School Orientation
- Fun Runs
- Senior Class Pride
- Spirit Events

## SPECIALTY SHOWS

- Car Shows
- Antique Shows
- Dog Shows
- Art Shows
- Festivals
- Carnivals
- Music Events

## 2 Cost and Pricing



**Most businesses pay between 10 - 20% of the retail price to the event host.**

*Source: Transfer Express Facebook Poll*

While you should charge typical retail price for the apparels printed on-site, you need to consider your costs for working this event. Before setting your prices, work out with the event what you will pay them. A poll on the Transfer Express Facebook page found most businesses pay between 10 - 20% of the retail price to the event host.

If the event is a fundraiser, some businesses set aside a larger part of the profit and donate part of the T-shirt proceeds to the cause, make sure to promote this in your advertising and signage. Some fundraisers will let you print for free or at a discounted price in exchange for your donated time and resources. Other events will charge a flat fee to participate, this pays for your booth or the space you are given to exhibit. Every event is different, so work out the costs with the event holder beforehand.

## 3 Essential Resources

When getting ready to do on-site heat printing, there are specific resources and equipment needs you'll need to address. If you don't, you could arrive at the event without a surface to put your equipment on or without proper voltage to run your press.

### Booth Size

This is especially important if you are printing at an event with multiple vendors around you. Consider how much space you need for equipment, storage, and personnel. Ensure you have space for movement. It may be helpful to sketch out your space on graph paper to get a visualization of how everything will fit.

## What's Included

Read your contract and know what furnishings are included. This may seem expected, but if the event doesn't specify they will provide a table, clarify with them. There's nothing worse than showing up to event, ready to heat print, and having a simple, but important, thing like a table missing. If tables are included and you want to use them to hold your heat press, make sure they can stand the weight of the press. Otherwise, you will have to bring your own table or caddie/stand.

## Consider the elements

If the event is outside a tent or awning is ideal. In the sun it will keep you cool and in the shade, in the rain, it will keep everything dry. If you are inside, you will need to confirm if the event producer will provide and/or require flooring.

## Regulations

Understand what regulations the event producer has in place about what you are allowed to display or do during the event. If you are selling something, they may require tax forms be completed and submitted. There may be height restrictions for any display items or signage. If you are giving out food samples (which is always a nice traffic draw), you may need to apply for a special permit.

## Power Play

Don't forget about electricity, it takes a lot of power to run a heat press, let alone multiple heat presses. Heat presses require a dedicated 20AMP circuit to run correctly. Make sure that where you are plugging in can handle the load. You don't want to blow a breaker and put the event in the dark.

## Location, Location, Location

If you can choose your location, choose one with good foot traffic. You want to sell, so you must be seen. If the event does not charge extra for corner booth space, request one! This will give you an additional entry point into your booth along with more visibility. Understand the layout and traffic flow prior to selecting your booth location. Identify potential competition and distractions and steer clear when you have the option to.

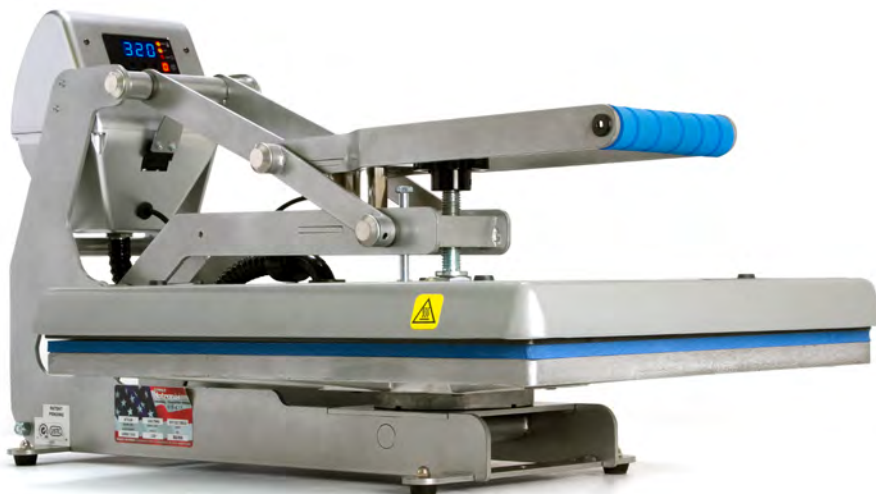
## Other Considerations

- *Storage* – You will need a place to store your boxes of blanks and build a workstation.
- *Seating* – Do you want to allow your personnel to sit?
- *Shipping* – Do you need to have last minute items shipped in from a third party? Where can these be sent?
- *Printing On-Site* – Do they offer a printer in case you run out of literature?
- *Safety Rules* – Find out what height restrictions or rules from the Fire Marshall you'll need to follow.

# 4 The Right Heat Press



In our experience, the best heat press for on site printing is the Hottronix® Auto Clam. It's incredibly durable and its auto-open feature makes printing efficient and easy. The fact that it's lighter than other presses, like the Fusion, is a bonus. Plus, accessories like the Heat Press Caddie™ Stand and the Hottronix® Heat Press Caddie™ Shelves make it the perfect press for events.



Hottronix® Auto Clam



## 5 The Right Blanks



When getting down to the blanks you should bring, think about the event audience, the location of the event, and the time of year. T-shirts are an event staple, but other apparels can be a big hit (and more profitable) depending on the event. At the right event other apparel can out-sell your T-shirts.

### Beyond T-Shirts

You should always have plenty of T-shirts on hand ready to print. But if you're working a chilly fall football championship, bring hoodies and long-sleeve T-shirts as well. If you're printing at a Summer Fun Run, tank tops will be a hit.

### Sizing it Up

Sizing is another way to cater to your audience. The general rule of thumb for Adult sizes is 1-2-2-1, meaning that for every size Small and XL, you bring two Mediums and Larges. Start with this rule of thumb and adjust from there. This will work well for events like high school sports championships, corporate events, and festivals. However, you should change your sizing based on the event. For instance, a tee-ball tournament will require youth sizes, and on the opposite end of the spectrum, something like a wrestling match or monster truck rally might need more XLs and XXLs.

The important thing in both the sizing and apparel type is to think about the audience, both in the size of the crowd and the demographics. Remember if you don't sell certain blanks, you can still use them elsewhere, particularly in colors like white, black, and gray.



## 6 Proper Signage



It is essential to have signage to get your customer to the booth and have continuous traffic flow. When creating signage, think of what you would see walking around another event, or even while out shopping.

When the customer is further away, they need something above eye-level that is simple and eye-catching. Try to eliminate anything below waist level as this won't be seen.

Keep pricing inside the booth to force traffic into your space allowing you to engage and sell them on the product before they see the price. Show the finished product high up so the customer can fully understand what they will get if they walk into your booth.

### Signs You Need

- A sign or banner that clearly states who you are and what you are selling
- Apparel and prints available
- Price list for each item, print, and add-on customization

### Keep it Moving

*Signs to direct traffic and simplify the process are important for making sales.*

1. Pick a Shirt
2. Choose a Color
3. Pick a Print
4. Pay Here

# 7 A Featured Print



Work with event organizers to create the official event print. This print should be the highlight of your booth.

To make the design memorable it's important to make it eye catching and creative. Consider utilizing 2 or 3 colors in the design for extra impact.

To create the design use Transfer Express' Easy View® Designer to present your idea and get approval before ordering.

# 8 Give Them Options

Besides your featured print, bring simpler, more generic prints to sell. This allows you to maximize sales opportunities without investing in inventory you'll have to store after the event.

If it's a basketball tournament, bring basketball-related prints not related to the tournament. It's possible your customer didn't do well in the tournament and wants a print related to the sport.

By keeping these prints more generic, you can bring them to other events. What does not sell at one basketball tournament can be sold at another basketball tournament.



## 9 Custom Add-Ons

Allow custom add-ons at these events for an up-charge. Popular options include Mom, Dad, Grandma, and Grandpa. You can have a gang sheet of these ready to apply to any apparel. For further customization, bring Peel & Press Letters to apply names to apparel as well.

You can add further custom options based on the event you are working. One common add-on is vertical printing on long-sleeves. At a wrestling tournament, try adding a sleeve print of the weight class. If you're at a dog show, you could have add-ons of popular dog breeds.

Applying an up-charge of \$5 for customization is an easy way to make your customer happy with an affordable customized apparel, and a great way to add profit.



## 10 Promote Before the Event

If you can promote your products before the event, a pre-sale flyer will help you generate more sales. If the event is at a school or for a company, you can distribute these flyers beforehand asking for a response on styles and sizes. This will build anticipation for your sale and give you a good gauge of what you will need for the event.

# Conclusion

By following these tips, you're on the right track for a successful event. Be confident the work you put into one event can pay off in profits and connections. If your booth and designs are a hit, you may be asked back or asked to print at other events. Just remember preparations is key: know the resources you have, what you will need to bring, and who your audience is. With this information, creative designs, and solid printing expertise, you will profit.

# About Transfer Express

Transfer Express®, Inc. manufactures custom heat applied transfers that apply with a heat press to apparel and more. Our transfers are used by athletic apparel dealers, T-shirt retailers, and many other markets in the U.S. and Canada. We are also a provider of blank apparel.






We are your one-stop shop for decorating apparel.

Our screen printed transfers offer a cost-efficient method to decorate apparel with a screen printed look without the hassle of the screen printing process.

In addition to heat applied transfers, we offer much of what is needed to help you operate a successful T-shirt business, including:

- Heat presses: Hotronix® & MAXX®
- Heat press accessories
- Marketing kits for your business
- Educational videos and articles

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