

ULTIMATE GUIDE TO SELLING SHIRTS AT EVENTS



AGENDA



Choosing Your Event

Creating Eye Catching Designs

What To Offer

Creating Your Display

Print on Demand

Promotion & Activations

Today's Agenda



Why Go To Events?

- Brand Awareness
 - Get Your Brand Out There
 - Local Community or Niche Market
- Revenue
 - Built In Audience, Ready To Buy
- Personalized Experience
 - Interactive with Printing On Site
- Inventory / Risk Management
 - Printing On Demand Reduces Risk for Organizers & Decorators





Choosing Your Event

Things to Consider

- Target Market
 - Your Market or Niche
- Attendance
 - Built In Traffic
 - Is The Event Well Attended?
- Show Promotions
 - Brand Visibility
- Costs
 - Exhibitor Fees / Commission
 - Travel & Lodging





Choosing Your Event

1. Research-does it fit your target audience
2. Attend the Event-get a feel for the crowd
3. Network-talk to other vendors and event organizers
4. Check Social Media-is the event being promoted?



Choosing Your Event

School Events

- Sports
- Tournaments
- Orientation
- Fun Runs
- Spirit Events
- Senior Class Pride

Specialty Events

- Antique Shows
- Car Shows
- Dog Shows
- Art Shows
- Festivals
- Carnivals
- Music Events
- Cheer/Dance Competition



Planning Your Event

Check The Contract: What's Provided?

- Power Outlets / Generators
- Tables / Chairs
- Backdrop / Display Restrictions
- Flooring / Carpet
- Additional Insurance
- Tax Forms / Permits



CHECKLIST

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Planning Your Event

Use a Checklist

- Displays/Banners/Floor Plan
- Canopy for Shade if outdoors
- Tables/Chairs
- Extension cords/Power strips
- Printing Equipment
- Apparel Storage
- Carts/Dolly
- Water/Snacks

Location & Booth

- Good Traffic (Entrances/Exits/Common Areas)
- 10 x 10 Common Footprint
- Away From Competing Brands



Create Eye Catching Designs

- Use color strategically
(White Ink Prints On Many Colors)
- Keep it simple but impactful
- Incorporate unique and meaningful elements
- Select fonts that are legible
- Event Specific Designs



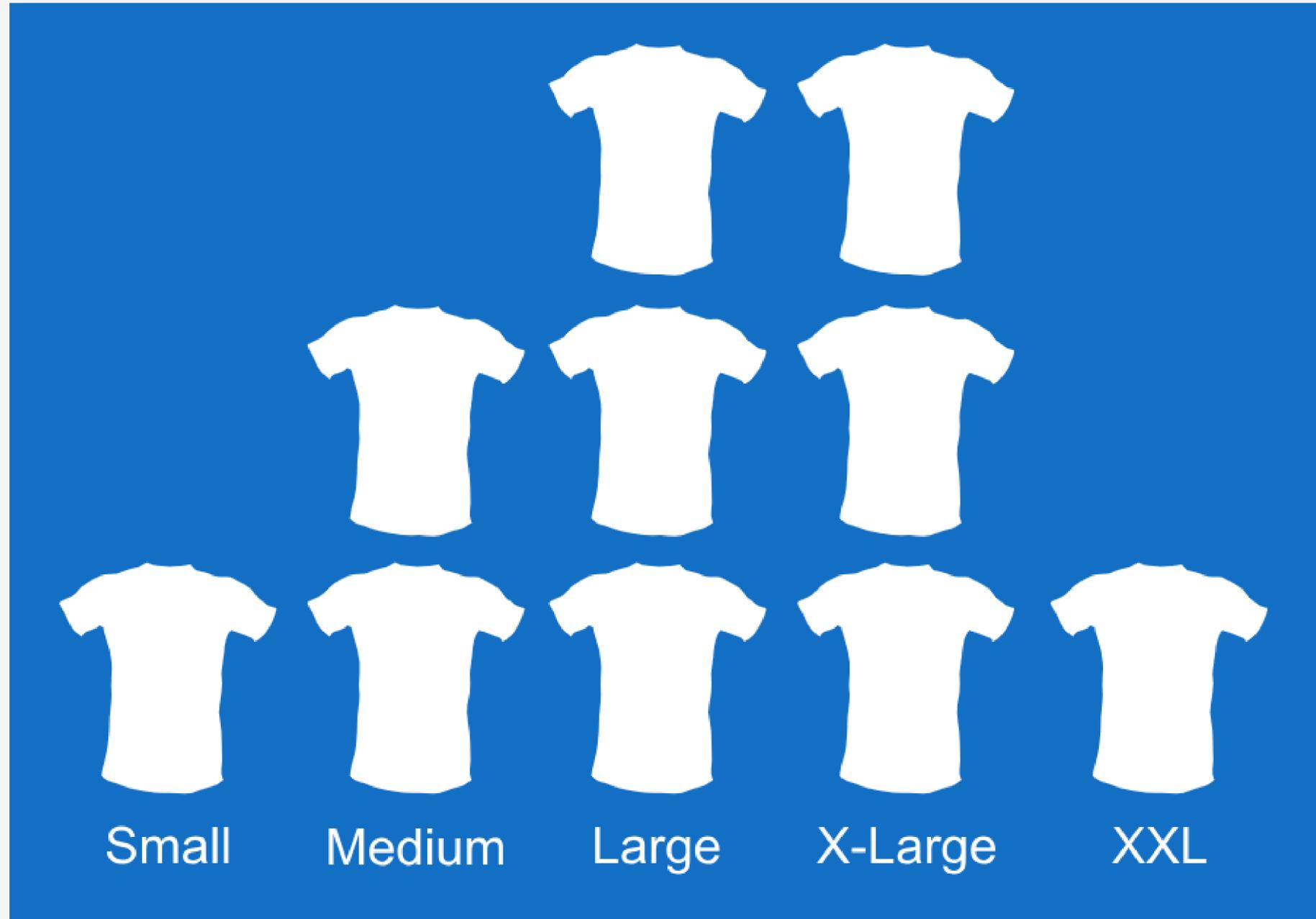


What to Offer

Considerations:

- Your Audience-Demographic
- Time of Year/Climate
- Style of Shirts
- Number of Designs
- Secondary Graphics
- Personalization-Name, Mom, Dad

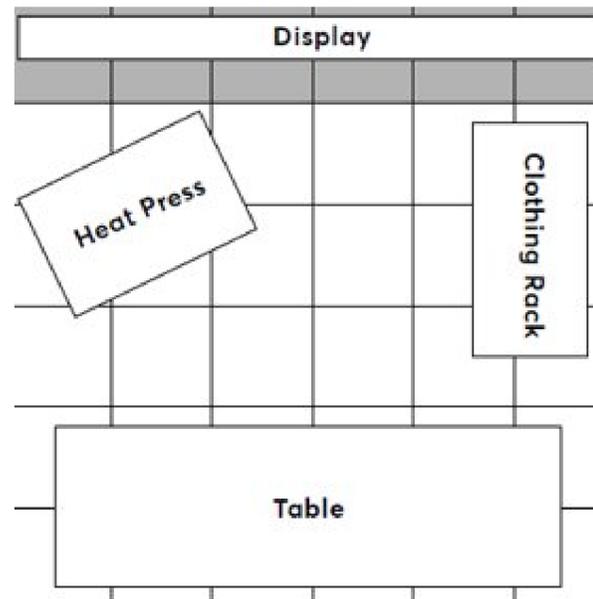
What to Offer-Size Breakdown



Creating Your Display: Your Storefront

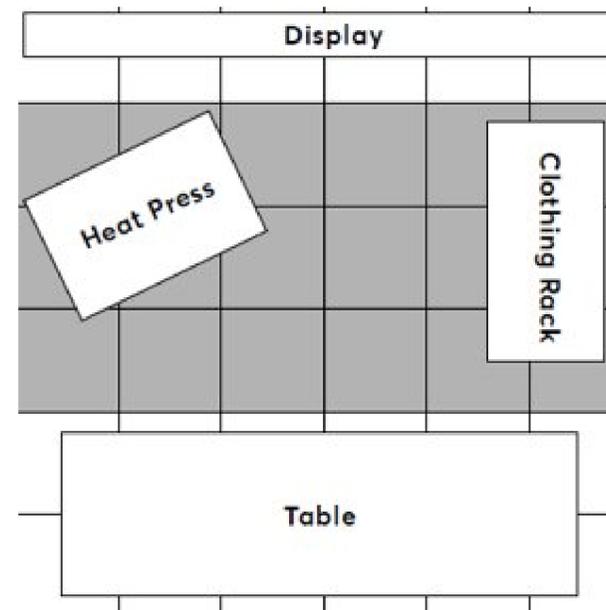
Background

Name of business
What You Do



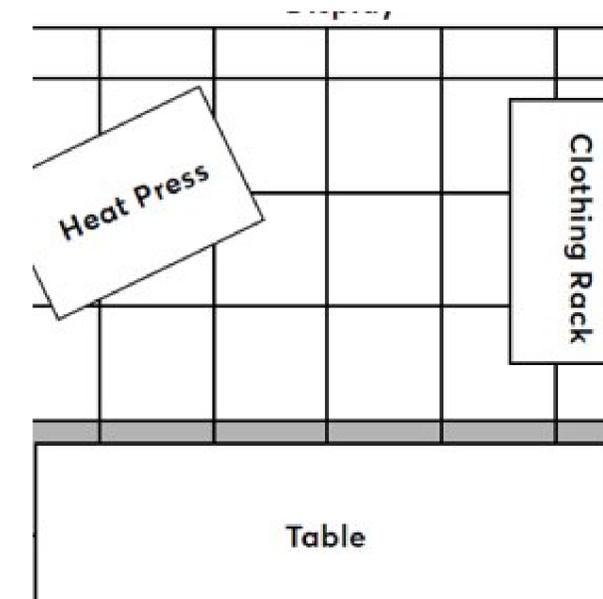
Middle

Work Area
Keep Open

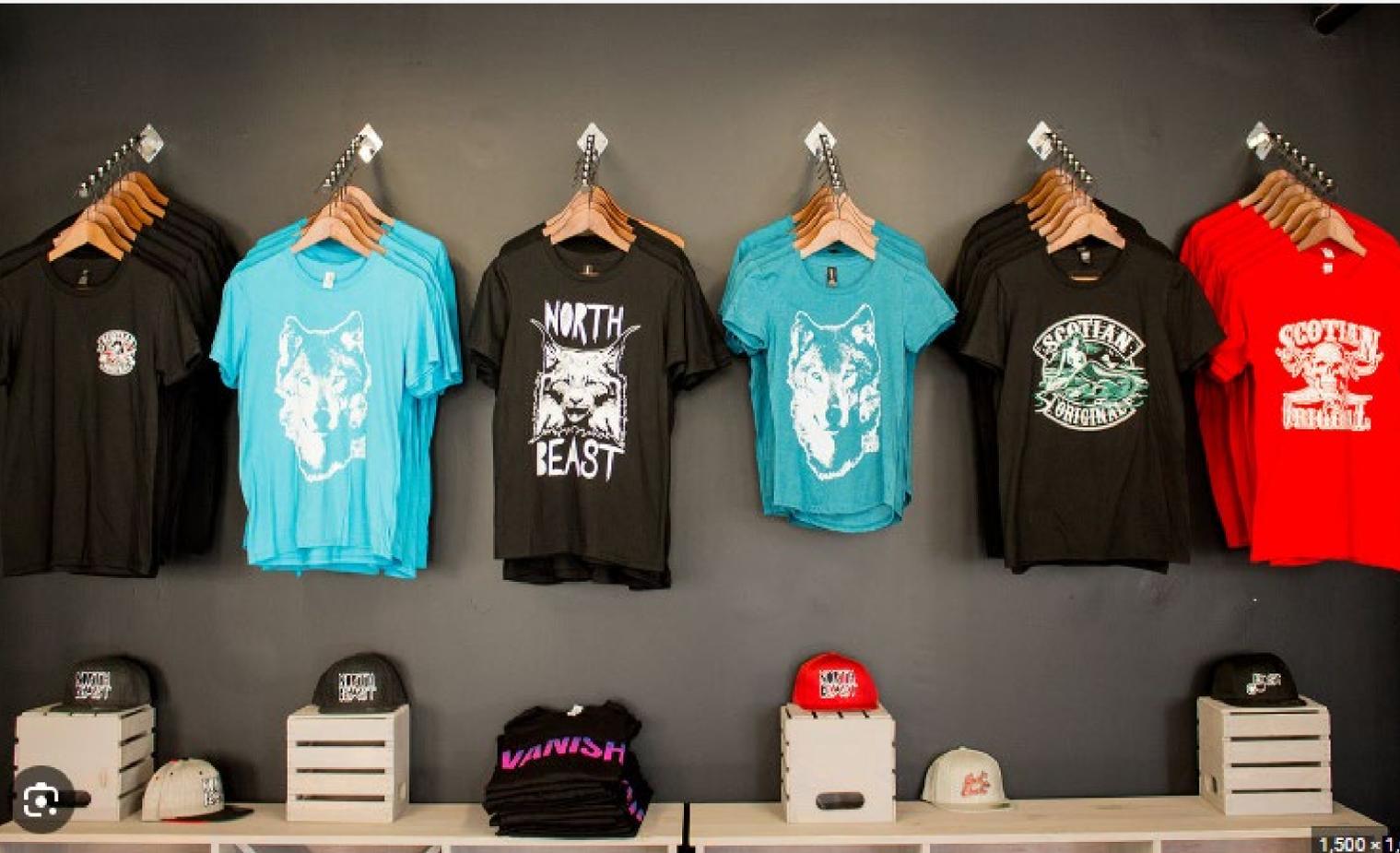


Front

Product
Point Of Sale



Creating Your Display

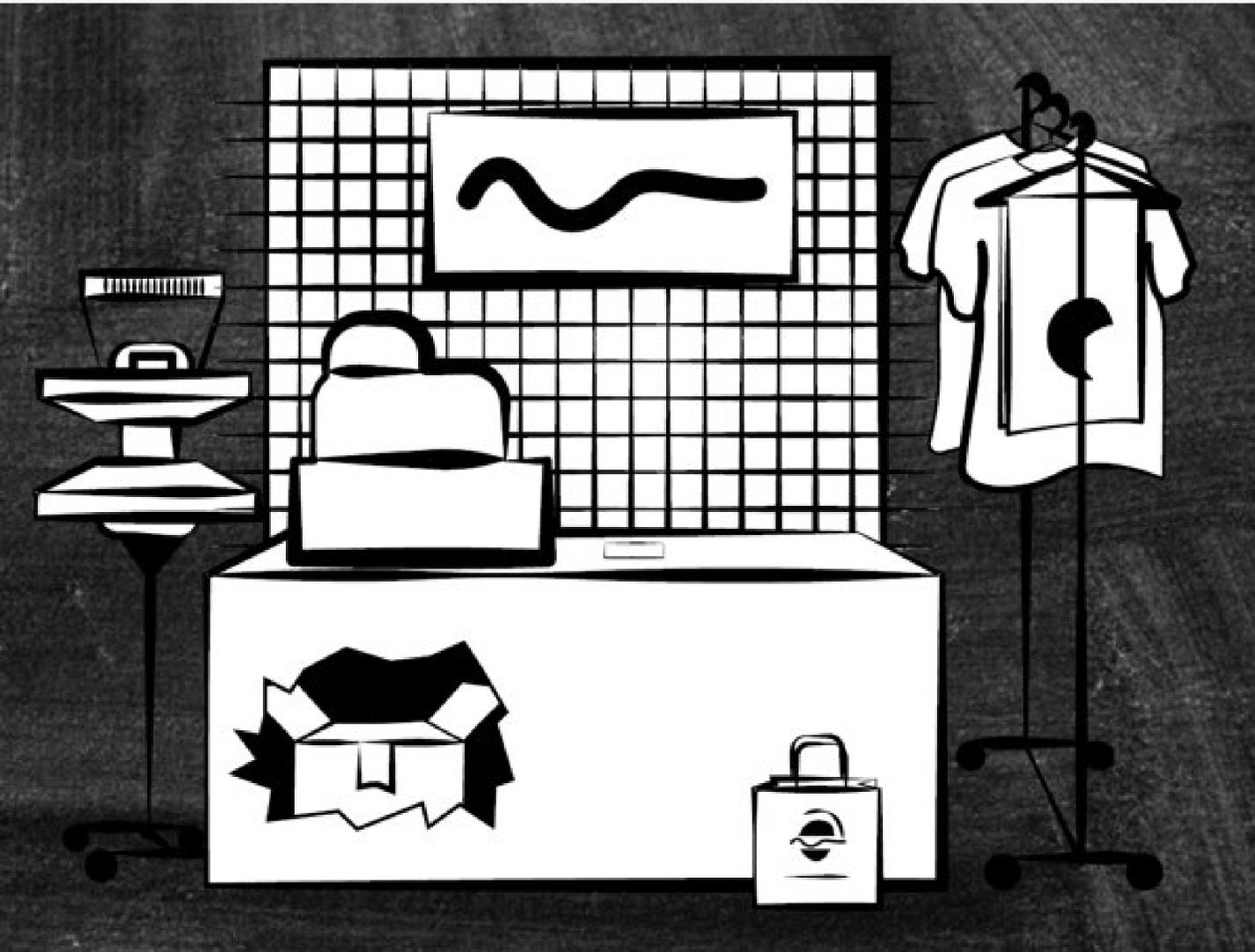


Product Displays

- Mannequins
- Hanging Racks
- Grid Wall



Creating Your Display



Clear Messaging with Pricing
Choose Design/Choose Blank
Order Here
Pick Up Here

Lighting

Table Covers

Storage Space





Creating Your Display

Point of Sale

- Cash or Card?
- Popular
- Things to Look for in a POS
 - Integration with inventory
 - Pricing (monthly fees)
 - Processing Fees
 - Payment Delays
 - Card Reader Costs
 - Internet Requirements





Print On Demand

- Reduce Financial Risk
 - Less printed inventory
 - Transfers/Blanks on hand to print as sold
- Interactive
 - Customers have choice and feel involved in the process.
- Personalization
 - Unique Placement
 - Customized Gear





Print On Demand

What You Need:

- Electrical
- Heat Press
- Screen Print/Digital Transfers
- Storage bins for blanks



Print On Demand

Inventory Management

- Sealed Plastic Bins
 - Organized by Size/ Color/Style
- Transfer Supply Storage
 - Easy to Access
 - Organized by Print
- Using POS Inventory
 - Takes Time to Set up
 - Saves time on site



Other Tips



- Promotional Materials
 - Hang Tags
 - Business Cards
 - Print your Bags
- Use Social Media
 - Before/During and After Event
- Engage with Your Customers
 - Be Friendly, start conversations
 - Look approachable, no phones
 - They may be your 100th customer but you're their first booth

Other Tips: Bundles

- Grouping Products For Increased Value
 - One for \$20 / Two for \$30
 - Buy Two Get One Free
 - Hats / Hoodies / Extras
- Personalized Experience
 - Customization for Extra Revenue



THANK YOU.

Any Questions?



Q&A

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