



Onsite Heat Printing



Why Onsite?

- More sales - “You are no longer just offering a T-shirt, but rather a customizable memory”
- Very little up front cost (blank shirts can be used for another event or returned)
- No unsold inventory
- Fundraiser for your customer, profit maker for you



Types of Onsite Events

- Sports Tournaments
- School Orientation
- Races/Fun Walks
- Grand Opening
- Specialty Shows
 - (Dog, Car, Craft, etc)
- Festivals/Carnivals
- Party
- Sign-Up Day (CYO, Sports League)





Cost/Pricing



- You can charge typical retail prices
(Shirt + Print) x 2
- If doing it in cooperation with event, 10-20% of the sales are typically given to the organization (per informal Facebook poll)
- Some events will require you to pay for booth space rather than donate a percentage of sales. Cost varies with event.



What You Need

Booth

- If you rented space, typically includes skirted table
- Outside will need tent or trailer to protect you from the elements
- Be sure you have electricity
- Position in high traffic area





What You Need

Heat Press

Auto Clam is the perfect onsite press:

- 90 pounds, fairly easy to carry
- Add the caddie and shelves to save space
- Auto open without need for generator





What You Need

Blank Shirts

- Types - tees, hoodies, long sleeve
- Colors

White and Grey

Color that is popular with market
(example host school color)

- Know who is attending event

(Performance wear might be a good addition for a sports tournament, a dog show might prefer tees only)

- Know age and typical size of attendees

(Example: you will need to carry a different percentage of sizes for a kindergarten orientation compared to a wrestling tournament)





What You Need

Market based extra items for add on sales
(same prints can sell multiple items)

- Sweatpants
- Shorts
- Bags (tote, ball and bat)
- Towel
- Apron
- Pet wear
- Bandana
- Blanket





What You Need

Signage

- Identify who you are
- List shirts available and sizes
- List other items for sale
- Prices
- Prints offered (label for EZ order)
- Organize ahead of time to keep lines moving (think Chipotle board)



Pick A Shirt Type

Choose A Color

Pick a Print



What You Need

Prints

Order one specific to the event

- Use Easy View[®] to present ideas to organizers
- This print should be 2 or more colors



QMS-106



QBA-250



What You Need

Prints

- Have several more general that can be sold at all similar events



QTK-77



QTK-70



What You Need

Prints

- Include commonly ordered additions - Mom, Dad, Grandma and letters for names—add on sale of \$5 on average
- Preorder using Express Names™ - MOMDAD - \$1.75



QLS-38





What You Need

Prints

- Increase sales with sleeve print add-ons
- Gang sheet examples:
 - Baseball Tourney - Positions (Catcher, Pitcher, etc)
 - Wrestling Tourney - Weight Classes
 - Dog Show - Specific Breeds





Tip For Selling

Lehigh Valley Fan Wear



T-shirt \$12.00



Hoodie \$25.00



Cap \$10.00

Distribute Pre-Sales Flyers

- Generate more sales
- Will give you guideline for what is popular
- Will give you an idea for size proportion

Lehigh Fan Wear

Checks payable to ABC Sporting Goods

T-Shirts Qty. ___ x \$12.00 = ___ Sizes: _____

Hoodie Qty. ___ x \$25.00 = ___ Sizes: _____

Caps Qty. ___ x \$10.00 = ___ Flexfit, 1 size fits all



Conclusion

Do you have more questions??

- Email us – info@transferexpress.com
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows

Contact us:

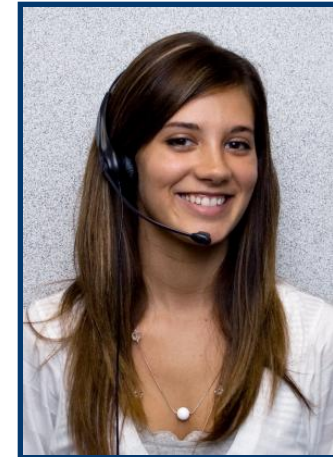
Phone: 1-800-622-2280

Fax: 1-800-833-3877

Email: info@transferexpress.com

Web: TransferExpress.com

Our Blog: <http://blog.transferexpress.com/>





Thank You for Attending

Next Transfer Express Webinar

- **Design T-Shirts for Free: Using the New Easy View**
- **Thursday, April 10, 2014**
- **2:00 PM - 3:00 PM**

What topics you would like to see covered in a Transfer Express webinar?

Email them to: info@transferexpress.com



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1-800-622-2280