

**A. For the Record.**

- Do you need an attendance count
- Do you need pictures of this event
- What kind of financial records do you have to keep
- Will you need a written report
- Do you need a booth photo

**B. Pre-Fair Questions**

- What is the fair's overall focus?
- What is Southwest's' single goal at the show? Only one goal or idea should be attempted. Otherwise the focus of the booth will be lost and the customers will be confused as to our message.
- Can we participate in the fair on other ways besides our booth?
- A demonstration, drawings, donations, natural gas skits?
- Is there a cost to enter? Can we get waivers for our employees, special passes
- What will be company dress code for the fair?

**C. Pre-fair employee meeting**

- Is there an employee script or sales pitch prepared to give the employee guidelines to follow?
- Is there a rate case going on that the employee maybe asked about?
- Does the employee know the gas benefits and saving on gas appliances?
- Does the employee have business cards to hand out? If not, is there another employee card to use?
- Bring the department business card file to hand out other reps business cards.
- Is there a dress code
- Tell employees to be on time

**D. Budget Items**

- Booth cost
- Tables and chairs
- Carpeting
- Drawing prizes
- Signs
- Brochure holder

- Signage
- Name tags
- Miscellaneous

**E. Material at the fair**

- Cleaning rags/cleaner
- Trash can
- Pen/pencils
- Name tags
- Atlas book for gas available
- Atlas map to where reps are assigned?
- Work agenda & script
- Brochure holders
- Fair contacts
- Ashtrays
- Skirting for table
- Tape
- Drawing coupons
- Drawing box or bowl
- Place cards for demonstration equipment
- Extension cord
- Do you have a place to log questions that you do have an answer for to refer when you get back in the office?

**F. Hand out materials**

- Insulation brochure
- Pilot turn on brochure
- Water heater sticker
- Furnace sticker
- Bring the department business card file to hand out other reps business cards.