



# 10 Ways Your Display Can Draw a Crowd During Earth Fair

*A resource for maximizing your organization's reach during NC State's Earth Fair*

Do you want to make the most of your time as an Earth Fair vendor? Here are 10 tips to draw foot traffic to your organization's display at Earth Fair.

**Think outside of the box.** There are going to be a lot of displays at Earth Fair, so stand out from the crowd. Experiment with sounds, colors, games, challenges, posters and visual media. Avoid visual overload, but make it fun. The more interactive your display is, the more likely people are to stop.



*Make it fun. This spinning wheel engaged hundreds of students in trivia with the opportunity to win prizes.*

**I saw the sign.** Make sure your signs are visible and legible. Try to use words that give people a reason to stop. Remember that your display should boost the image you want to create.



*Offer a special Earth Day deal for participants. Who doesn't love the opportunity to save money?*

**People matter.** The people in your booth are the first impression of your company or organization. Choose your ambassadors carefully; make sure they are friendly, courteous and well informed about your organization.

**It's 2015. Utilize social media.** Use Twitter and Facebook to advertise periodic prizes or giveaways, or post your visitors' pictures on Instagram.

**Give it a test drive.** Do a practice set up to give you an idea of how much space you need, what needs to be added or eliminated, and how long it will take you to set up on the big day.



*Show, don't just tell. Bring something so that people can experience your product.*

**Be careful with your swag.** Let's face it: college students love free stuff. Make sure samples or gifts are relevant, memorable and sustainable. Don't waste money on items that will be wasted or that don't relate to your message or brand.



*Everyone loves a chance to win. Consider including a prize drawing as part of your display.*

**Talk to us.** If you know that you are going to be taking up a large amount of space, discuss your space needs with us so we can find the best possible location for your display.

**Let people know you're coming.** Don't forget to let others know you'll be here and what activities your display features. Upload banners to your website, utilize social media, send e-mails, create flyers or pick up the phone to spread the word.

**Don't leave your booth unattended.** Make sure your booth is sufficiently staffed to allow yourself small breaks. An empty booth will be passed by without a second glance.

**It ain't over til it's over.** As the event winds down and your energy plummets, resist the urge to start packing up early. Serious attendees always tend to stick around to the end to maximize every opportunity to connect!

Happy display brainstorming! And remember, weather can be unpredictable for this outdoor event so come equipped for sun, a light rain drizzle and especially wind, which is almost always present on the Brickyard. We look forward to seeing you soon.

Have questions? Contact [sustainability@ncsu.edu](mailto:sustainability@ncsu.edu) or (919) 513-0177.