

INFORMATION AND POINTERS FOR TRADE SHOWS

Attained from Steve and Nancy Rice

- Signs: Where people can see them and read them
When deciding on size of space, check demographics of the show first (i.e.: expected attendance, how much advertising is the shoe doing, etc.)
- Space: A 10 x 10 space will hold 2 machines for floor use (we get a double or triple space because in our experience we are the busiest booth at the show.
- People: We feel there should be a minimum of 1 person per machine on the floor and 1 person to help with passing out clipboards with Health Review Forms, making sure the forms are filled out, making sure that people drink water before and after using the machines and making sure there is plenty of water on hand. These shows can be pretty intense, so make sure that your people can take a break every couple of hours unless they want to, they shouldn't work more than 8 hours a day.
- Health Review Forms: These forms are what make doing shows profitable!
1.) You are dealing with the general public about health and it is extremely important that they sign these forms before they get on a machine so they understand that they are trying the machines at their own risk and that you are not liable for any injuries that may occur. You must still take the responsibility for following company guidelines about who cannot use the machines.
- Materials: You will need the following items:
1. Handouts (Business cards, Brochures, and whatever else you like (less is better) figure about 200 for each day of the show.
 2. Health review forms- about 200 for each day of the show
 3. Water and paper cups- figure 5 gallons of water and 200 3-6 oz paper cups per day.
 4. Trash containers with plastic trash bags for used cups.
 5. Exercise mats- 1 for each machine being used
 6. Carpet- if booth is not carpeted. Make sure it is clean and big enough to cover the space.
 7. Clear packing tape and string or twine. (For hanging signs, etc)
 8. Clipboards- at least 6 pens attached for health review forms
 9. Pillows and blankets- rooftop pillows for knees, neck pillows and blankets for ladies with dresses or for those who are a little cool. Use paper towels to cover pillows for each use.
 10. Extension cords- make sure you request electricity for the booth, but you will need extension cords for the machines

It is best to make sure you have plenty of everything- you won't have much time during the show to go out and get copies, water, etc., and the show will go much smoother if you make sure the booth is set up before the doors open each day.

Our favorite size for a booth is 20 x 10. We use 3-4 Chi Machines and 1 Hot House on the floor and have 1 Chi Machine and 1 Hot House set up on a table and turned on so people can see and feel how they work. We have a minimum of 4 people working at any one time during the show. You will rarely have all machines idle.

People will generally ask you something like, "What do these machines do?" Or "How do these machines work?"

Here are some simple answers:

"The Chi Machine gently aligns the spine, which stimulates the spinal fluid, autonomic nervous system, which stimulates all the organs in the body. Five minutes on the Chi Machine is equivalent to 20 minutes of aerobic exercise."

This usually satisfies their curiosity, but if not, you can explain a little more in depth or just answer their questions.

"The Hot House uses Far Infra Red light energy which will penetrate the body approximately 3 inches and raises the temperature of the cells to 107.5 degrees Fahrenheit. It opens up capillaries and the photons stimulate the cells that need help. It's wonderful for use on any area where you are experiencing pain. It feels about the same as laying under an electric blanket on low."

These statements work well for giving a very basic explanation of how the machines work, without getting into a lot of detail.

NOTE: NEVER discount these machines. If you must offer a "show special", these are some suggestions that others have used successfully:

1. Offer a free footrest cover with purchase of Chi Machine
2. If someone purchases a Chi Machine and Hot House, tell them if they purchase a distributorship they are going to receive \$97.00 back. If you want, you could offer to buy their distributor kit for \$18.00.

THESE ARE ONLY SUGGESTIONS. MOST DISTRIBUTORS SELL THE MACHINES AT SHOWS WITH NO ADDITIONAL INCENTIVES. One does not really need them, especially if someone sponsors.

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1. Offer a free footrest cover with purchase of Chi Machine
2. If someone purchases a Chi Machine and Hot House, tell them if they purchase a distributorship they are going to receive ~~\$120.00~~ back. If you want, you could offer to buy their distributor kit for \$ **24.95**

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