

Trade Show Checklist

Display Items:

Wear JP+ Shirt, hat and also bring sunscreen, snacks and bottled water

- o Tablecloth (Red, Green, Black)
- o Juice Plus Banner or Poster (order from www.juicepluspromoplus.com)
- o Signs – print out from www.teamjp.net: Research Summary Sign, Free JP for Kids Sign, JP Complete Smoothie Sign, Cobra Study Sign, McDonalds Study Sign, Pregnancy Study Sign, Tower Garden Sign
- o Optional: Fruit and Veg Balloons (order from www.juicepluspromoplus.com)
- o Samples: Capsules, Chewables (on toothpicks) for people to see/taste
- o Display Empty JP+ bottles/bags in boxes to show 4 month supplies
- o Placemats of Orchard, Garden and Vineyard ingredients or Table Top Banners (order from www.juicepluspromoplus.com)
- o Registration forms on a clipboard with pen to get people's contact information for follow-up - print out from www.teamjp.net for a drawing for a prize/give-away.
- o Optional Illustrations to put on the table:
 - a. McDonalds Meal that we show at Wellness Presentations
 - b. 20 oz. Orange Soda with 22 Sugar packets taped together

Behind Table:

- o Brochures and Business Cards
- o Flyers for upcoming events (WP or PPL invitations)
- o WP books to show APPLE ingredients page – great for discussion
- o Order Forms on clipboard with pen - www.teamjp.net
- o 5 day supply of JP Capsules in pill box for people who order on the spot – put 5 red capsules and 5 green capsules in pill box (tell them to take 1 of each for the first 5 days until their shipment arrives – then take 2 red and 2 green per day)
- o Chewable Sample Packets – keep behind the table and give only to adults who give you their follow up information (1 packet per family)
- o Raffle Prize ideas – JP+ Complete, *Eat Healthy, Feel Great* book Dr. Sears

Very Important Tips:

1. Try to get orders on the spot – offer free 5 day supply if they order now
2. Get follow up information from everyone and FOLLOW UP with an email THAT NIGHT and then a call within 2 days. Take quick notes on each person to remind you of who they are, if they have children etc. This will help with your follow up.

Opening Questions:

- “Hello, have you eaten your 7-13 servings of fruits and vegetables today?”
- “Hello, have you ever heard of Juice Plus?”
- “Hello, would you like to try 7 fruits and 10 vegetables?” (offer chewable sample on a toothpick)