

September 2016 Edition



The first registrations have begun to arrive in, which will become a flow and then a torrent just before Early Bird Pricing closes in November.

Take a moment to enjoy a quick read, think about what you can do at the **2017 Showcase**, and let's see if we can't make Number Four the best yet!

Ralph Evans

Showcase Co-Ordinator

Keeping it Green

As was the case in 2016, the 2017 Waikato Show will be aiming to keep waste to minimum, with the ultimate target of Zero Waste. The Show partners with Beyond the Bin who can be reached at:

kim@beyondthebin.org.nz

0276 696-955

Important Dates

Early Bird Pricing Ends	30 November 2016
Final Balances Due	28 February 2017
ALL Bookings Close	24 March 2017
Set-Up Day	6 April 2017
Showcase Days	7-9 April 2017

Another Local Funders On Board

We are delighted to announce that for the **2017 Showcase**,

Trust Waikato has decided to continue their support of the

Showcase for the fourth year running. Their funding directly affects **YOU**, by enabling us to offer sites to **clubs** below cost, removing one of the larger barriers to club participation. We will keep you apprised of other funding developments.



TRUST WAIKATO
TE PUNA O WAIKATO

Clubs Showcase 2017

A further reminder for **Returning Exhibitors** to get your completed forms back to us **ASAP**; pay nothing now & secure your site! We will bill you in November so you don't miss out on the **Early Bird Price**.



Showcase News - September 2016

Making the Best of your Site—Part 2

Carrying on from last month, we move into the interesting topic of layout. There are probably as many ways to build a site as there are people to build them, but some basic things ALWAYS hold true; and it's all about getting the public to stop, stare and hopefully ask questions, like "How do I sign up?"

Layout:

Ideally your site needs to feel open and welcoming. As the public are flowing past in a stream, there can be a tendency to just keep going like a school of fish. This is where the combination of pictures, people and patter comes into play.

Bold, attractive pictures at the facing end of the site (the one the shoal of people is looking at as they "go with the flow") draw the eye; friendly, welcoming people draw them out of the flow and get them to pause and start talking; knowledgeable people lend a sense of comfortable confidence to the listener. Not to mention being willing to engage with children, especially on Friday, as they are the ones that get their parents to stop.



Usually I would not recommend putting tables across the entrance of your site, but some clubs have done this VERY successfully ... which comes down to the people on the site once again, and how they interact with the public. It can be hard, but try to avoid turning your back to the crowd: it sends a very clear "Do Not Disturb" message which is hugely counter-productive, and can be difficult to recover from in the short term.



Want the same site as 2016?

Register NOW at:

clubsshowcase@hnpl.net

Next month I'll talk more about Site layout, give-aways, and the all-important follow-up.