

JA Company Program

Trade Show



START HERE

JA COMPANY PROGRAM ANNUAL TRADE SHOW

Date: Thursday, March 16th, 2023
Time: 9 a.m. to 3:15 p.m.
Address: BMO First Canadian Place (Street Level)
100 King Street West, Toronto, ON M5X 1A9
Transportation: <https://fcpe.ca/plan-your-visit/directions>

STUDENT PREPARATION GUIDE:

It is important that all students preparing for and representing the team at Trade Show read through all the information in this document.

If you have any questions, please contact the Company Program team at:
companyprogram@jacentralontario.org

TABLE OF CONTENTS

Page 3 | TRADE SHOW AGENDA

Page 4 | ARRIVAL & REGISTRATION

- Booth Representatives
- Registration
- Nametags
- Personal Belongings
- Transportation
- Wi-Fi Access

Page 5 | MEALS & BREAKS

- Meals
- Breaks

Page 6 | HOW TO PREPARE FOR THE TRADE SHOW

- What to prepare
- Social Media
- Invitations
- Dress Code
- Product Inventory
- Money
- Payment Methods & Receipts
- Bags/Boxes
- Electrical Outlets

Page 8 | CUSTOMER ENGAGEMENT

- Swag
- Contests, Draws, or Fun Activities
- Social Media
- Audience
- Chairs
- Music
- Raffles
- Donations
- Food & Drinks

Page 9 | BOOTH AESTHETICS

- Product Display
- Video
- Logo
- Signage
- Balloons & Posting
- Candles
- Table Details & Display
- Table Location

Page 11 | SALES PITCH

- Sales Techniques
- Sales Pitch Tips

Page 12 | TRADE SHOW AWARDS

- Judges

Page 13 | REPRESENTING JA

- Representing JA
- Sponsors
- Media



TRADE SHOW AGENDA

9:00 a.m. to 9:30 a.m. – Arrival & Registration (At the JA Information Table)

- Please head to the Main Lobby – First Canadian Place (Street Level near King Street Entrance) to register upon arrival.

9:30 a.m. – 9:45 a.m. – Student Networking & Light Breakfast (Main Floor Gallery)

- A JA staff member will direct you to the Main Floor Gallery once you have registered and received your nametag.

9:45 a.m. – 11:00 a.m. – Sales Workshop (Main Floor Gallery)

- This is a mandatory workshop for all students registered to represent their team at Trade Show.

11:00 a.m. – 11:30 a.m. – Travel Time and Trade Show Booth Setup (Main Lobby)

- Main Lobby – First Canadian Place (Street Level)

11:30 a.m. – 2:30 p.m. – Trade Show

- Main Lobby – First Canadian Place (Street Level)
- ***This is the official public portion of the event when the public, friends, family, other team members and advisors are welcome to visit!***

2:30 p.m. – 2:45 p.m. – Student Booth Clean Up

- Main Lobby – First Canadian Place (Street Level)

2:45 PM – 3:15 PM – Travel Time and Announcement of Award Winners

- Main Floor Gallery

3:15 PM – Student Departures

- Main Lobby – First Canadian Place (Street Level)

ARRIVAL & REGISTRATION

Booth Representatives:

Each company must have a **minimum of ONE** and a **maximum of FOUR student members** at its booth. These students must be registered with JA and must attend both the Sales Workshop and the Trade Show.

As the event is taking place over March Break, other members from your team are encouraged to come and check out the event between 11:30 a.m. and 2:30 p.m., however, only those students registered to participate are permitted to be behind the tables.

Advisors are not required to be on site but are highly encouraged to come, check out the event and support their team (anytime between 11:30 a.m. and 2:30 p.m.)

Students can only sell at their tables; they are not allowed to solicit sales in other areas of the venue.

If JA discovers that your team is not following the rules outlined in this document, your team may be disqualified from the Trade Show awards.

Registration:

Please arrive between 9 to 9:30 a.m. and go directly to the JA registration/information table – located in the main lobby of First Canadian Place (street level) near the King Street Entrance.

Nametag:

Once you have registered, you will receive a nametag that must be worn at all times during the event.

Personal Belongings:

A JA staff member will direct you to your table. You will leave your belongings (products/supplies/décor) under your table then proceed to the Main Floor Gallery for the Sales Workshop. You cannot bring anything aside from any valuables (for example, laptops or money) with you into the workshop. There will be security and JA staff looking after your belongings and you will have time after the workshop to fully set up your booth.

During the Trade Show, please keep your jackets under your tables – out of the way of your booth. You may want to put it in a box/bin to keep it off the floor. Remember to keep an eye on all your personal belongings since we are in a public space.

JA Central Ontario and First Canadian Place do not take any responsibility for lost or stolen items. To help keep your belongings safe, First Canadian Place will have security guards circulating the Trade Show area.

Transportation:

All students are responsible for providing their own transportation to and from the Trade Show. If commuting, First Canadian Place is located close to both **King and St. Andrew stations** on the TTC, as well as is a short walk from Union Station via the underground PATH if taking the GO.

If you are getting dropped off, please ensure your parents are aware that there is a “no stopping” traffic law that is enforced in front of First Canadian Place. The recommended drop off spot to avoid getting a ticket is off of York St. Students can be dropped off at The Exchange Tower on York St. and then can walk through the Exchange Tower straight into First Canadian Place.

If you are parking downtown there is parking, however, it is fairly expensive. The parking garage can be accessed from both York St. and Adelaide St. – another convenient parking garage is Nathan Phillips Square (entrance off of Queen St.) from there you can walk through the PATH into First Canadian Place.

Wi-Fi Access:

Free Wi-Fi will be available at First Canadian Place. Details will be shared at registration. Keep in mind the Wi-Fi can sometimes be slow with so many people using it at one time.

MEALS & BREAKS

Meals:

A light breakfast (fruit, pastries) and lunch (sandwiches/wraps, veggie and fruit trays, cookies) will be provided to students registered to represent their team. This will be provided in the main floor gallery space.

Vegetarian options will be available, however, if you have any specific dietary needs, we recommend you bring your own lunch.

Please be sure NOT to eat at your booth. We encourage you to schedule your lunch breaks in half-hour increments with your team, keeping in mind that the Trade Show may be busiest during the 12 p.m. to 1:30 p.m. period.

We will have some water bottles available, but we encourage you to bring a refillable bottle as there are water stations in the First Canadian Place food court where you can fill up.

Breaks:

You're encouraged to take a break when necessary – however, please make sure you are not behind your booth eating, texting or on your phone. Creating a break schedule is an excellent way to ensure all your members can circulate the trade show to visit the other booths. Booths should at no time be left unattended.

HOW TO PREPARE FOR THE TRADE SHOW

Prepare your booth materials well in advance

Prepare items such as business cards, signs, receipts, draw tickets, demos, etc. well in advance and ensure they look professional. Remember JA Central Ontario will provide you with a 4 ft table and a black tablecloth.

Prepare show specials

Think about promotional specials or special products you want for the Trade Show.

Ensure everyone knows the sales pitch

Make sure everyone knows and is comfortable with your sales pitch. This sales pitch should be consistent.

Know what you are being judged on

Be sure to read the judging criteria in the awards section below.

Social Media

We encourage you to utilize social media – tweet and post about your excitement and what you have planned at Trade Show – you never know, this might get you some potential customers before the event takes place!

Invitations

We encourage you to invite friends and family to the event and help spread the word! The more people who show up the more people you will get to meet and pitch your product/service to! We will send an invite out soon to help you promote the event.

Dress Code

Participants should be dressed in business/business casual attire or team appropriate attire (i.e., if your team has personalized t-shirts/sweatshirts or if you are wearing matching clothing). Keep in mind that you will be meeting many business professionals throughout the day and will want to make a good first impression! A best practice is to coordinate your outfits – it definitely shows team spirit!

Product Inventory

Please ensure your teams prepare in advance, consider the audience you will be selling to and ensure you have a sufficient stock on hand. You will have three hours of sales in a prime location. Having order forms as a backup if you run out of product is always a good idea.

If you are selling your product online, make sure your website is easily shared – via business cards, QR code, etc.

Money

Make sure you have someone in charge of keeping an eye on your money. We suggest having a cashbox (as opposed to keeping cash visible or thrown into a paper bag). Never leave your cashbox unattended. First Canadian Place is in a public place with lots of traffic. Please ensure you have a float at the start of the day with change as we will not have change to provide you.

Payment Methods & Receipts

Aside from cash, you are welcome to accept other forms of payment including e-transfer, or payment tools like “Square” (research this tool and those that are similar which allow you to take debit/credit payments and provide email receipts to customers). Remember to determine a way to issue your customers a receipt and track your transactions. Don’t forget to bring paper and pens.

Bags/Boxes

Supplying bags/boxes for products might help you make sales too!

Electrical Outlets

Electrical outlets will be provided to teams based on a random assignment.

If your team secures a table with an electrical outlet, you will receive an email prior to the Trade Show. Please note that it is prohibited to use any electrical apparatus likely to cause an overloading of electrical circuits.

For all teams we recommend charging all electrical devices in advance so that you do not need to rely on plugging anything in.



CUSTOMER ENGAGEMENT

HOW TO PROVIDE A POSITIVE EXPERIENCE AT YOUR BOOTH

Swag

Give out cool swag at your booth such as buttons or pens - everyone likes free stuff!

Contests, draws or fun activities

Ensure this is something that is fast, simple but also compelling!

Social Media

Incentivize people to post about your booth on social media, preferably using photos and a hashtag.

Research your audience

Make sure to research the people who will be at the Trade Show and connect with them on a personal level when talking with them at the event. In other words, change your “pitch” depending on who you are talking with.

Restrictions

Chairs

Chairs will not be provided at your booth. Instead of using chairs, stand beside or in front of your table to look approachable.

If you require accommodations for any reason, please do not hesitate to reach out to the JA Company Program team ahead of the event.

Music

Music at your booth is permitted as long as it is at a reasonable volume and is not disturbing the other booths and/or retail stores around you. Music should not contain offensive language. Loud speakers, stereos or sound amplifiers are prohibited.

Raffles

Please note that you are not allowed to sell tickets for a raffle or draw. This requires a lottery license, therefore if you want to have a raffle, draw, or give out prizes it will need to be for free.

Donations

Just like a real for-profit company, your team is not allowed to accept donations. If someone would like to support your company, please ask them to buy your product or send them to the JA info table to donate directly to JA Central Ontario!

Food & Drinks

You are not allowed to have food or drinks handed out at your booth as a giveaway. If your product contains pre-packaged food (i.e. ingredients to bake, pre-packaged items etc.) please ensure you have all ingredients clearly listed for your customers.

BOOTH AESTHETICS IDEAS FOR AN APPEALING BOOTH

Bright Colours

Bright colours draw people's attention - especially in a big crowd. Just make sure this still is in alignment with your brand.

Product Display

Letting consumers feel or touch or interact with your product is very important.

Video

Show a video at your table if you have one. Perhaps your company's commercial is ready to be unveiled.

Logo

Ensure your logo is visible on your table. A good way to do this is a sign at the front of your table. Also, make sure you are using the correct JA Central Ontario logo (the one found in the footer of this document – logo file can be found on the [HQ](#))!

Signage

We strongly encourage all teams to avoid hand-made signage unless it is done in a neat and professional manner. You are not allowed to hang signs on the venue walls so please plan accordingly.

Restrictions

Balloons and Posting

We are also not allowed to have balloons with helium at the venue or signs posted on the walls of the venue.

Candles and Open Flames

If your company product is candles, please keep in mind that you are NOT allowed to have open fire for safety reasons.

Table Details and Display

You will be provided with a 4 ft by 2.5 ft table with a black tablecloth. The table height is 29 inches. Make sure you are respectful of the space around you – do not litter and do not impede or obstruct another team's table or any aisles/walkways (including any that lead to the elevators or escalators)

Table Location

Table locations will be chosen at random. Teams are not allowed to move to a different table or switch spots with another team.



SALES PITCH

Sales Techniques

Make sure you talk about your sales techniques as a team before the trade show. The more prepared you are, the more you will sell. Ask yourself why your product/service is interesting and think about who would want to buy it. Remember not to just tell people that they should buy your product/service because “it’s awesome” – give them a good reason as to why they need it. If they don’t need it, maybe they know someone who does, and they can buy it as a gift.

Know your product and your business well and think about what questions you might get from both customers and the judges. Our recommendation is to know your business plan, marketing strategy and your company financials. You should also be ready to explain JA and the Company Program.

A good way to attract customers to your booth is to always look active, interested and engaging. Please don’t solicit people outside of the Trade Show area and/or disrupt people who are visiting other booths/stores.

Most importantly, be friendly! Don’t be afraid to talk to people but don’t be pushy or aggressive.

Sales Pitch Tips

- Grab the listeners’ attention
- Tell a consistent story
- Be concise
- Tell them what they want to hear
- Speak in simple terms
- Tailor your presentation to your audience
- Show your passion
- Conclude with a call to action (e.g. Ask to them to buy a product!)

TRADE SHOW AWARDS

Judges

There will be judges circulating between your booths throughout the event. The judges will be evaluating your team for two awards including:

- **Best Booth** – This will be awarded to the booth with the best aesthetics: graphics, appeal, booth design, brand consistency, neatness and creativity
- **Best Sales Pitch** – This will be awarded to the top 3 teams with the best sales techniques, product knowledge, customer service, delivery of pitch and call to action

The judges will be identified with a nametag and will stay at your booth for an average of 5 minutes.

Your pitch should be 30 seconds to 1 minute long but keep in mind that in-person sales involves some back and forth and is not always the same from customer to customer. Be prepared to adapt your pitch as needed depending on your audience and to answer any questions your customers or judges may have.

There will also be **Team Choice Award** presented at Trade Show. At the end of the event, each team will vote for one company (aside from their own) to determine this award.

Bring a Friend – Earn Team Challenge Points!

Invite a friend to the Trade Show anytime between 11:30 to 2:30 p.m. to receive 10 Team Challenge points.

To receive the team challenge points, your friend will need to register at the JA info table on the main floor of the BMO lobby. They will need to provide their name, grade, and email to JA. The student cannot already be a participant of the JA Company Program this year or in the past. Each team can bring one friend. This friend cannot linger at your table for the full duration of the event and cannot make sales for your team.



REPRESENTING JA

Representing JA

Please remember that we are guests at First Canadian Place, and we must respect the building, staff members and the general public at all times. Please ensure that all team members are representing their company and JA in the best manner possible!

Sponsors

This event would not be possible without our presenting and venue sponsors and the support of all our Company Program partners. If you come across anyone from our partner companies, please express your gratitude to them!

Media

If you are approached by a member of the press/media at our event, please let them know they must contact a JA representative (at the JA information table) first. We welcome all media attention but have a process in place that MUST be followed.

QUESTIONS?

Should you have any questions regarding Trade Show, please email:
companyprogram@jacentralontario.org