

Lions Clubs International

# Exhibit Marketing



**HEALTH FAIR**



**COMMUNITY EVENTS**



**MALL EXHIBIT**



**FESTIVALS**

**MARKETING** *YOUR* **CLUB FOR GROWTH**



## AVAILABLE MATERIALS

Orders may be placed with the Club Supplies Department at 800-710-7822, unless indicated otherwise.

### Membership

#### Videos

*The "We Serve" People.* (PR-15V) An effective recruitment tool, this motivational presentation depicts the importance of Lions clubs to members through interviews and scenes of club activities. Length: 12 minutes.

COST: \$19.95 plus shipping, handling and applicable taxes.

*Down the Street . . . Around the World.* (PR-27V) This video movingly depicts how Lions impact their local and world communities through service.

Length: 10 minutes. COST: \$19.95 plus shipping, handling and applicable taxes.

#### Brochures

*The Lions . . . We Serve.* (ME-4) A colorful all-purpose brochure which describes the association and its humanitarian programs.

Minimum order of 25, 16¢ each.

*Lions Are. . .* (LG-3) This full-color membership brochure beautifully illustrates Lions activities and fellowship around the world.

Minimum order of 25, 30¢ each.

### Eye care

#### Videos

*SightFirst: A Vision of Hope.* (PR-26V) This stirring presentation illustrates the problem of blindness worldwide and highlights the association's sight conservation efforts. Length: 13 minutes. COST: \$19.95 plus shipping, handling and applicable taxes.

#### Brochures

Contact the Program Development Department at (630) 571-5466, extension 320 for the following brochures or an order form for a comprehensive list.

*Blindness Are You at Risk?* (IAD-182)

*Glaucoma* (IAD-169)

*Cataract* (IAD-183)

*Age-related Macular Degeneration* (IAD-185)

*Sight Loss and Aging: Inevitable or Preventable* (IAD-103)

*Aging and Sight Loss: Learning to Live Well with Limited Vision* (IAD-104)

### Diabetes

#### Videos

*Don't Be Blind to Diabetes.* (PR-3V) This informative, award-winning presentation covers not only the symptoms and complications of diabetes, but also includes interviews with patients and experts from around the world. An excellent choice for clubs, schools, and community groups. Length: 19 minutes. COST: \$19.95 plus shipping, handling and applicable taxes.

#### Brochures and Educational Materials

Contact Program Development Department at (630) 571-5466 extension 320 for the following brochures or an order form for a comprehensive list.

*Diabetic Retinopathy* (IAD-168)      *Diabetes (Fact Sheet)* (IAD-164)

*Type I Diabetes* (IAD-166)      *Diabetes (Bookmark)* (IAD-161)

*Type II Diabetes* (IAD-167)      *Diabetes Awareness (Handbook)* (IAD-165)

## Youth

### Slides or Videos

*A World of Friendship.* (PR-7S –slide or PR-7V–video). This presentation explains how the youth exchange program works and how Lions can participate in this culturally rewarding experience. Length: 8 minutes. COST: \$24.95–slide, \$19.95–video, plus shipping, handling and applicable taxes.

*Leos: Our Partners in Service.* (PR-6S–slide or PR-6V–video) An introduction to the international activities and objectives of Leo clubs, this program outlines the steps involved for clubs interested in sponsoring a Leo club in their community. Length: 10 minutes. COST: \$24.95–slide, \$19.95–video, plus shipping, handling and applicable taxes.

### Brochures and Posters

Contact the Youth Programs Department (630) 571-5466, extension 324 or 323 for the following brochures. Call to receive a sample and an order form.

*Leo Clubs—An Investment in the Future* (LEO-46)

*Care Enough to be a Leo* (LEO-57)

*Open Your Doors to the World* (YE-1000)

## Youth Outreach & Drug Awareness

### Videos

*The Future is Ours...So Now What?* IAD-300 (Kit) This kit features an award-winning video spotlighting different ways that young people can become involved in their community through volunteering. It includes two colorful posters, a club marketing guide, a teaching guide and camera-ready forms that the instructor can use to develop a volunteer program. Length of video: 22 minutes. COST: \$24.95 plus shipping, handling and applicable taxes.

*Prevention through Education: What Lions Can Do to Prevent Drug Abuse.* (PR-1S–slide or PR-1V–video) This informative program tells how Lions can help eliminate drug abuse in their community through prevention and education. It also includes printed materials for use with community programs. Length: 9 minutes. COST: \$24.95–slide, \$19.95–video, plus shipping, handling and applicable taxes.

### Brochures

Contact the Youth Programs Department (630) 571-5466, extension 330, for the following brochures. Call to receive a sample and an order form.

*Lions-Quest Skills for Growing* (IAD-187)

*Lions-Quest Skills for Adolescence* (IAD-175)

*Lions-Quest Skills for Action* (IAD-113)

*Membership and the Lions-Quest Program* (IAD-110)

*The Future Looks Bright (Easel Poster)* (IAD-198)

*The Future Looks Bright (Wall Poster)* (IAD-199)

*Cocaine: A Drug of Abuse* (IAD-176)

*Facts About Marijuana* (IAD-186)

*Facts About Alcohol and Youth* (IAD-189)

*Facts About Proper Use of Medications* (IAD-111)

*Facts About Inhalants* (IAD-114)

*Facts About Tobacco* (IAD-117)

*Prevention & Education: What Lions Can Do About Drug Abuse* (IAD-173)

*Facts About AIDS* (IAD-217)

**Remember:** In addition to the materials available from headquarters, have the following information about your club on hand to give to potential members.

- copies of newspaper articles about your club's activities
- copies of your newsletter
- flyers that outline recently sponsored programs
- invitations to attend your next meeting
- list of donations made by the club over the past 12 months

The material should include a contact name and phone number so that interested people can call a knowledgeable member for more information.

### 3. DISPLAY DESIGN

Your exhibit will influence how the public views your club. Here are some tips that will help you convey your message effectively and professionally:

*Make it easy to walk into your exhibit.*

*Prominently display your club banner.* In a pipe and drape display, hang the banner from the pole that holds the drape in the back of the display.

*Choose a theme for your exhibit and portray your theme through the use of signs and pictures.* For example, if your focus is recruitment, consider a sign that reads "People Just Like You" to attract the curious and gain attention to the exhibit.

*Use posters, signs or photos of your club activities as display materials.* Be sure these materials can be seen and read from a distance. Use an easel to display large signs if you do not have a "table top" or "free standing" display. Mount the photographs, with an explanation of each photo, on finished mounting boards. The boards are lightweight and can be purchased from your local art supply store.

*Use videos to add interest to your exhibit.* Make sure that the television monitor can be easily seen and supply chairs for people who prefer to sit to view a longer video.

*Location is vital.* When choosing a location for your exhibit, look for high traffic areas such as the entrance, near a food concession area or entertainment area.

*Increase traffic* by providing giveaways that have value and help the attendees remember your club's name and purpose.

*Add the element of fun* by organizing a game as part of your exhibit.

*Purchase a professional display* to make your exhibit more attractive and easier to set up. There are many designs from which to choose. Some include lighting packages to spotlight your graphics. The displays range in price from a few hundred dollars to several thousand, so select a design that fits your needs and your budget. If you would like more information on suppliers of professional displays, call the Marketing Department at (630) 571-5466, extension 520.

#### 4. MARKETING

*Make the most of your time and effort by marketing your exhibit effectively.* There are many things that you can do to boost the traffic to your exhibit and increase your exposure.

*Commit to exhibit space early* so that your club is included in the event's promotional materials, such as the preliminary program.

*Take advantage of additional marketing opportunities* by advertising in the event directory or sponsoring a program. Consider sponsoring a program that relates to your club's activities to highlight your involvement. For example, sponsor a speaker who discusses the use of drugs in school or the threat of diabetes to eye sight and feature the same topic in your exhibit and your materials.

*To reach concerned citizens,* ask the event manager if a club member can make a presentation to explain what Lions clubs do for the community and how people can become involved.

*Increase your exposure* by promoting your participation in the event to prospective members. Mail them an invitation to stop by your exhibit, meet some of the members and discuss membership.

*Build your prospect list* by obtaining the names, addresses and phone numbers of people who expressed interest in the club. Make sure that you have a form for visitors to complete if they do not have a business card. To encourage people to give information about themselves, conduct a raffle using an entry form. The entry form should include a place for their name, address and phone number as well as a question that asks if they would like to become more involved in their community. Forward the names to the membership committee so that they can follow-up each lead.

***A Word About Budgeting:*** Because your club provides service to the community as a not-for-profit organization, many times you will be able to obtain exhibit space at no charge. Ask the event manager about complimentary space or discounts. However, there will be costs involved in renting furniture and audio-visual equipment, purchasing giveaways and printing materials. Before making a commitment to exhibit, identify all the expenses so that funds can be approved and allocated before expenses are incurred.



## Time-Line and Checklist

- As soon as possible
- ✓ Reserve exhibit space to secure the best location and inclusion in the preliminary program.
  - ✓ Check for other promotional opportunities such as speaking engagements, program sponsorship and additional advertising.
- 6 weeks out
- Hold a Planning meeting to :*
- ✓ Order promotional and display material from International Headquarters.
  - ✓ Check the condition of your club banner.
  - ✓ Plan and order giveaways.
  - ✓ Plan games or entertainment that will increase traffic to the exhibit.
  - ✓ Identify club promotional materials that you would like to develop or reproduce.
  - ✓ Enlist volunteers.
  - ✓ Identify the equipment that will be needed. (A-V, lighting, tables, chairs, etc.).
  - ✓ Delegate responsibilities to volunteers. Be sure to provide deadlines.
- 5 weeks out
- ✓ Send promotional materials to the printer.
  - ✓ Mail invitations to prospective members to encourage them to stop by the exhibit.
  - ✓ Call volunteers to confirm that responsibilities are being fulfilled.
  - ✓ Contact the event manager to arrange for electricity, furniture and equipment that you will need.
- 1 week out
- Hold a Pre-show Meeting to:*
- ✓ Confirm that the volunteers have fulfilled their responsibilities.
  - ✓ Set a schedule for volunteers who will staff the exhibit. Recruit extra volunteers to set-up and tear-down the booth.
  - ✓ Brief volunteers on upcoming events. Give them information about exciting programs that the club has sponsored and help them develop a “script” to explain the club’s mission. Consider role playing to help them become comfortable with topics and test their knowledge.
  - ✓ Establish a dress code and ask the volunteers to wear their pins and/or other Lion apparel.
- Day of exhibit
- ✓ Display the Lions Clubs International emblem so that it can be seen from a distance.
  - ✓ Have plenty of notices about your next meeting or event.
  - ✓ Have a sufficient number of members to assist.
  - ✓ Set up a system for collecting prospective member’s names.
- Following day
- ✓ Forward leads to the appropriate club’s membership committee, which should follow-up immediately.
  - ✓ Send thank you notes to the exhibit host and to each booth volunteer.
  - ✓ Place a newspaper ad thanking the public for their support.





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