



**BEEF LOVING TEXANS
TABLE OR BOOTH**

Preparation Guidelines



TO ORDER TABLE MATERIALS, VISIT:
[beeflovingtexans.com/resources/
educational-materials](http://beeflovingtexans.com/resources/educational-materials)

A STEP-BY-STEP GUIDE TO MANAGE A SUCCESSFUL TABLE OR BOOTH

STEP 1 14+ Days Prior to the Event

- ☐ Contact the event coordinator to determine:
 - Whether non-vendor table or booths are permitted.
 - A general understanding of the audience expected at the event (e.g., elementary school students).
 - The number of attendees expected at the event.
 - The table/booth setup and takedown hours.
 - Any other pertinent information (e.g., event date, indoor or outdoor venue, registration fees, etc.).
- ☐ Order your materials to distribute at the event. Guidelines include:
 - Visit: BeefLovingTexans.com/resources/educational-materials
 - Select your materials using the table on the back of this handout as a guide.
 - **Rule-of-thumb:* Quantities should accommodate approx 1/4 to 1/3 of the total estimated attendees.
- ☐ When required, order a reuseable table display toolkit (located at the bottom of the resource page). Click “Load More” several times until it appears.
- ☐ Be sure to select “**Texas CattleWomen Member**” in the “What is Your Profession?” box while entering your shipping and contact information.
- ☐ For assistance, contact Misty Martin at the Texas Beef Council. Email: mistym@txbeef.org

IMPORTANT INFORMATION:

- Material orders placed within 14 days of the event are not guaranteed delivery on time.
- Table/booth giveaways (e.g., beef sticks) should be limited to one. Requests for multiple items will be considered but are not guaranteed.

STEP 2 Within 1 Week Prior to the Event

- ☐ Prepare talking points for your event. Easy, relatable topics can be found in the following resources:
 - “Protein. Feel the Difference” brochure bit.ly/ProteinFeelTheDifference (case sensitive)
 - “Stock Your Protein Pantry” handout bit.ly/ProteinPantryTX (case sensitive)
 - “Grill Like a Texan” brochure bit.ly/TexanGrilling (case sensitive)
- ☐ Confirm the final details with the event coordinator. It is helpful to know where you will be stationed and the accommodations provided (e.g., table or tent).
- ☐ Gather additional materials you may need (e.g., table, chairs, tape, writing material, etc.). If you are setting up outside, bring some weighted items from home to help secure your material so it doesn’t blow away.
- ☐ Contact any others helping you with the event to confirm parking, location, arrival time, etc.

STEP 3 Day of the Event

- ☐ Arrive early to comfortably allow time to set up.
- ☐ Pack a snack and water.
- ☐ Set up your table/booth using the Table Setup guidelines on the back of this handout as a guide.
- ☐ Avoid cell phone use that is not urgent.
- ☐ Show enthusiasm, have fun, and smile!
- ☐ Remember you are not expected to be a beef expert. Refer uncomfortable questions to Texas Beef Council.

STEP 4 After the Event

- ☐ Complete a TCW Activity Report Form. Visit: bit.ly/TCW-ActivityReport (case sensitive)
- ☐ When applicable, complete a TCW Expense Report. Visit: bit.ly/TCW-ExpenseReport (case sensitive)



Table Setup

Front View



Aerial View



1 Table Sign

2 Table Giveaways

Examples include:
1) Spice Packets
2) Koozies
3) Beef Sticks
4) Pencils

3 Event Relevant Items:

Examples include:

1) Protein Brochure
2) Stock Your Protein Pantry
3) Cooking/Grill Brochures
4) Kid's handouts
4) Event Bags

RULE-OF-THUMB

When ordering, enter quantities that accommodate **approx 1/4 - 1/3** of the total estimated attendees.

Example Materials:

Protein Brochures



Grill/Cooking/Recipe Brochures



Health-Related Brochures



Shopping Guides



Youth Material Toolkit



Toolkit includes:
• Activity Book
• Cooking Guide
• Bookmark
• Pencils

Reusable Table/Booth Display Toolkit



Toolkit includes:
• Table Cloth
• Table Sign
• Plexiglass Frame

Table/Booth Giveaway

Tables should include one giveaway to attract attendees. Examples include: koozies, beef sticks, spice packets, or magnets. Special giveaway requests may be entered into the comments section during checkout.

Event Type

Adult
(Ages 18+)

Family
(Mixed Ages)

Youth
(Ages: up to 17)

Community Health Fairs

Fitness Expos

Community Health Fairs

Festivals & Local Events

Elementary School Fairs

Middle School Fairs

High School Fairs

AG Fairs



when req'd

when req'd

when req'd

when req'd

when req'd

when req'd

when req'd

