

BEEF LOVING TEXANS TABLE OR BOOTH

Preparation Guidelines





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

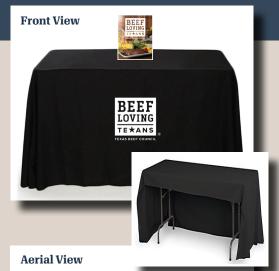
STEP 1 14+ Days Prior to the Event	
 Contact the event coordinator to determine: Whether non-vendor table or booths are permitted. A general understanding of the audience expected at the event (e.g., elementary school students). The number of attendees expected at the event. The table/booth setup and takedown hours. Any other pertiment information (e.g., event date, indoor or outdoor venue, registration fees, etc.). 	 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
 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. 	 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.	☐ When applicable, complete a TCW Expense Report.

Visit: https://doi.org/10.1007/bit.ly/TCW-ExpenseReport (case sensitive)

Visit: bit.ly/TCW-ActivityReport (case sensitive)



Table Setup







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**









Adult

(Ages 18+)

Health Fairs

Community



Fitness Expos



Health Fairs

Community



Local Events

Festivals &

Event Type

Family

(Mixed Ages)



Middle School Fairs

School Fairs

Elementary

Youth

(Ages: up to 17)



High School

Fairs

AG Fairs

Grill/ Cooking/ Recipe

Brochures















Health-Related **Brocures**

Shopping Guides







































- · Activity Book
- · Cooking Guide · Bookmark
- · Pencils











when



when







Toolkit includes: Table Cloth

· Table Sign Plexiglass Frame

when req'd

when reg'd

when when reg'd reg'd

when req'd

req'd req'd



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.













