



N41 PRESENTS

# HOW TO BE A TRADE SHOW WARRIOR, PART 1

With so many trade shows just around the corner, including MAGIC, it's time to start thinking about how to be your best this trade show season.

**Here are some suggested trade show survival tips to have your best show ever.**

**1. First, be prepared.** Have your line sheets, order forms, and marketing materials at your fingertips so you can work swiftly with your buyers as you build trust and merchandise their store with your products. **With N41's iPod Order Entry, it's all you need for linesheets and processing orders.**

**2. Review all the relevant details about your collection.** Know about your washes, materials, fits, inspirations, and story for your brand. If your brand includes a sustainable focus, or any other purpose-driven element, be prepared to share it ways that sound captivating and magical as you are the expert your customers expect!

**3. Show Apps are crucial.** Kelly Helfman, President of Women's MAGIC advises to "be sure to download the MAGIC LV app prior to the show!" The app will help you navigate the new show location at Mandalay Bay, find events, seminars, and post your links on MAGIC's Social Media sites. The app also keeps you abreast of fashion topics and the new brands.

**4. Schedule appointments with your buyers ahead of time,** as there are over a 1,000 booths to explore and you want to make sure you have dedicated time with your customers. Screenshot your booth location on the MAGIC App to text buyers when they ask "where is your booth?" Remember to leave a block of time open to accommodate a walk-up buyer.

**5. New year, new show, new contacts.** You will be meeting a lot of people – which means a lot of business cards. Take photos of the business cards with the buyers or of their selected assortments. Store them in a ziplock bag to sort through post-show. Write notes about the conversation, whether it's in a notebook, an app, or on the card itself.

Also have a picture of your business card in your phone, so you can text your contact info to buyers who prefer to be paperless.

N41 Apparel ERP is an all-in-one system for your business. We are experts in the business of technology that drives fashion apparel. Let's talk about empowering your business with an all-in-one ERP System.

**Will you be at the MAGIC Tradeshow? N41 will be onsite assisting our brands with setting up their N41 system to process orders with maximum efficiency. Let's meet at the shows. Contact Sal Minicucci at [sales@n41.com](mailto:sales@n41.com), visit [n41.com](http://n41.com), or call (213) 738-1010 to learn more or schedule a demo!**



**N41 PRESENTS**

# HOW TO BE A TRADE SHOW WARRIOR, PART 2

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Tradeshow?

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**6. Think about on-the-go supplies.** What do you need to stay organized? A mini stapler, mini notebook, pens, and a power-bank are helpful. And don't forget to print your schedule of appointments, which you worked hard in planning!

**7. Stay nourished, stay hydrated.** Nuts and dried fruit are known to keep you mentally balanced while removing cravings for chocolate and sugar. Bring a crushable water bottle to refill, breath mints, and protein bars. DIY ice-coffee: add ice, water, single-server instant coffee to a blender bottle! Do not sit for too long, take a lap around the show to awaken your senses!

**8. Remember your Exhibitor credentials.** Exhibitors are required to have their business card, badge and ID. Bring a copy of your Exhibitor contract. You won't get very far without all the necessary paperwork and identification.

**9. This may seem like an obvious one, but wear comfortable shoes.** I cannot emphasize this tip enough – with so much walking, there's zero sympathy for achy feet. Thankfully, sneakers are hot, hot, hot right now!

**\*\* Of course, wear your own collection!"**

**10. Finally, smile and be helpful,** it will open unbelievable doors for you. Rise to the challenge, and trust the process. Be the energy of the room, make yourself known.

**You have worked so hard to get here. It is time to win your game. Have your very best show!**



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