



HOME SHOWS

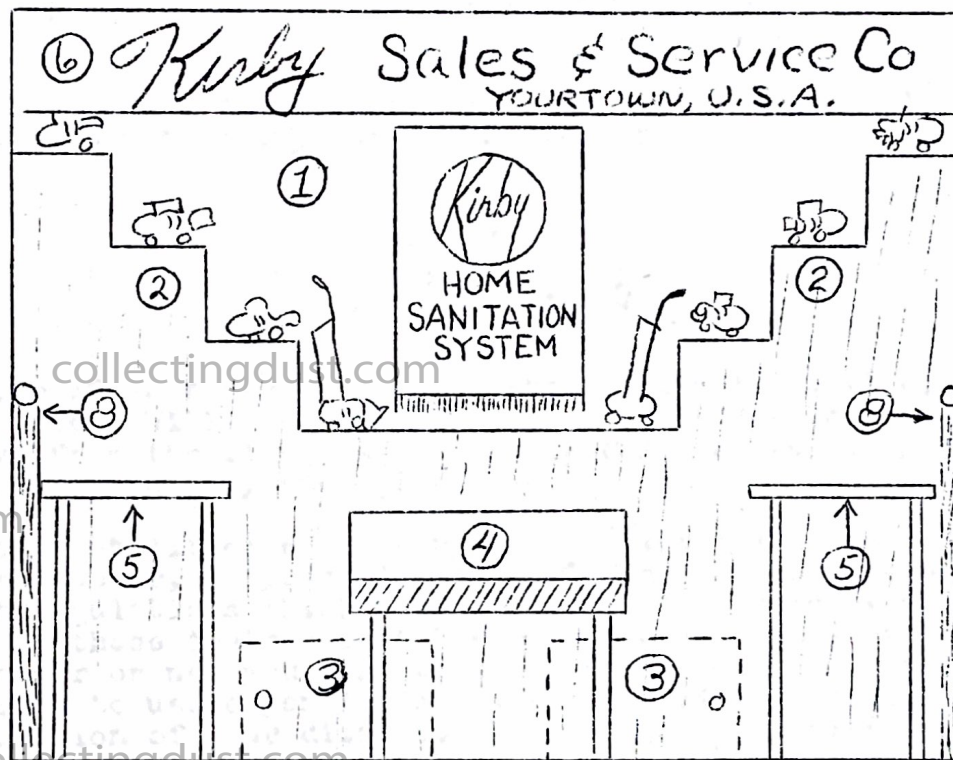
FAIRS

DISPLAYS

August 26, 1955
Mimeo. in U. S. A.

FOREWARD

We realize that many times it is desirable for a Distributor to obtain a quick idea for a display which will be inexpensive, quick and easy to assemble. To save the time of reading this bulletin, which provides much professional information and advice, we have developed the example on this page which can be built from readily obtainable materials with a minimum amount of effort. However, the success of this or any other display depends on how it is conducted and we suggest that you at least read over this bulletin for a general idea of what can be done to make your display effective and profitable.



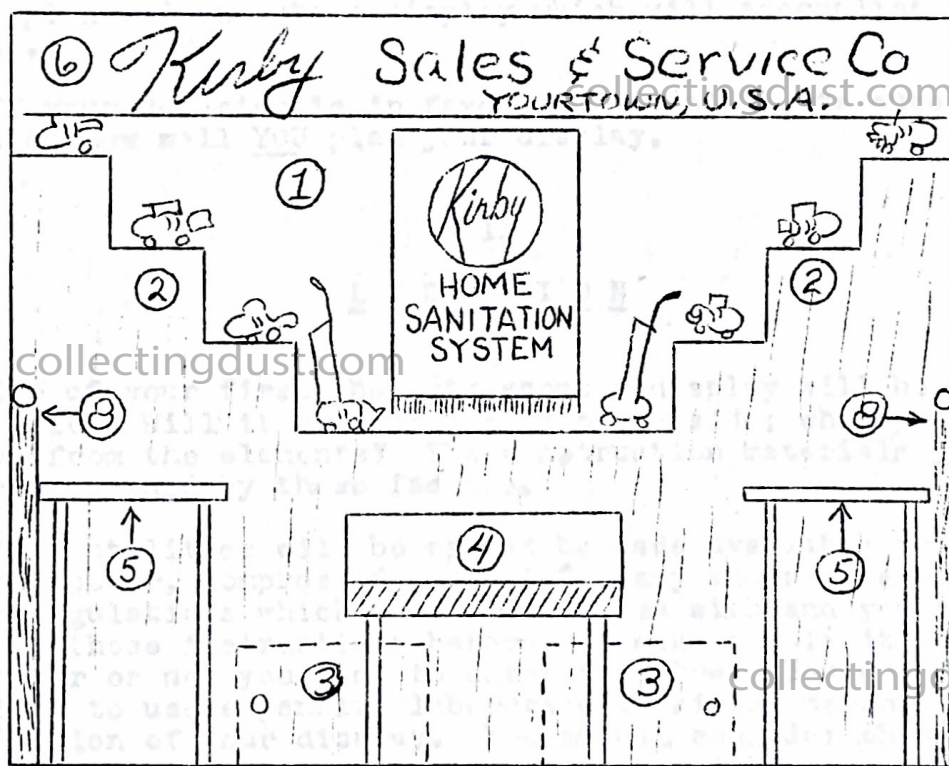
HERE IS A SIMPLE STANDARD DISPLAY BOOTH

1. Background, black or dark blue drapes or paint (flat)
2. Step shelves made from scrap lumber and covered with light grey drapings.
3. Under steps provide storage space for hand-outs, crystals, Kapok, soda, & misc. supplies.
4. Demonstration table for Suds-O-Gun etc.
5. Standard tables for literature and misc. displays.
6. Banner of Company name.
7. Display each unit of Kirby on steps.
8. Side rails.

Use lights to accent Kirby units. They will sparkle against a dark background.

F O R E W A R D

We realize that many times it is desirable for a Distributor to obtain a quick idea for a display which will be inexpensive, quick and easy to assemble. To save the time of reading this bulletin, which provides much professional information and advice, we have developed the example on this page which can be built from readily obtainable materials with a minimum amount of effort. However, the success of this or any other display depends on how it is conducted and we suggest that you at least read over this bulletin for a general idea of what can be done to make your display effective and profitable.



HERE IS A SIMPLE STANDARD DISPLAY BOOTH

1. Background, black or dark blue drapes or paint (flat)
2. Step shelves made from scrap lumber and covered with light grey drapings.
3. Under steps provide storage space for hand-outs, crystals, Kapok, soda, & misc. supplies.
4. Demonstration table for Suds-O-Gun etc.
5. Standard tables for literature and misc. displays.
6. Banner of Company name.
7. Display each unit of Kirby on steps.
8. Side rails.

Use lights to accent Kirby units. They will sparkle against a dark background.

I N T R O D U C T I O N

So you're thinking of having a Kirby display in a Home Show, Exposition, Fair, or what have you. A display can be a very effective method of promoting your product if it is properly planned, and executed. However, if you do not give your display a lot of serious thought, it can be a very expensive failure. When we say expensive we mean expensive from the standpoint of ill will and customer disapproval as well as the money you invest directly.

We hope that the next few pages will help you to reach a decision as to whether or not a display is advisable and if so, help you to plan and execute a display which will accomplish your intended purpose.

If your decision is in favor of a display, its success will depend on how well YOU plan your display.

I I

L O C A T I O N

One of your first thoughts about a display will be -- Where will it be held? Will it be held inside or outside; what protection will it have from the elements? The construction materials you can use will be governed by these factors.

What utilities will be or can be made available to you -- water, electric power, compressed air, etc? Many shows or expositions have strict regulations which must be complied with and you should obtain a set of these instructions before you make a definite decision as to whether or not you want to enter the show. You may find yourself compelled to use expensive laborers and skilled workmen for the installation of your display. You should consider this factor carefully or you may find yourself confronted with unexpected expenses which will make your display unprofitable.

Where will your booth or display be located in the show? In the case of the bigger shows, a floor plan will be available and you should consider it carefully. The better locations may have a higher rental fee and you may find that for your purpose a less expensive booth will do just as well. Consider the list of entrants in the show and determine their location if possible. Very often it is possible to locate near or along the route to an important feature of the show or a display which is known to have a product which will attract large numbers of people. Capitalize on these factors to have more people visit your display.

III

P U R P O S E

What do you want your display to do or accomplish for you? Do you want to make actual sales or do you want to obtain qualified leads and appointments, or both? Some distributors have found that a properly planned display can result in enough actual sales to pay the expenses of the display and the qualified leads and appointments are plus features. You should promote good will for your organization, your product and the "Kirby Man". If you work in a small community, a properly planned display will be remembered by the people and can be used to your advantage in many ways throughout the following months.

IV

I N S T A L L A T I O N - M A I N T E N A N C E - R E M O V A L

Once again the rules and regulations of the show will play an important part in your plans. There may be strict hours appointed for the installation and/or removal of a display. Find out what they are, if any.

Your display should be easily set up in the booth area. To do this, have all parts prefabricated and ready for quick, easy installation. This will save you many hours of personal work and many expensive hours of hired workers. You may say -- "I can supply my own labor", but can they do the necessary construction during the time allowed? Remember that you may have to wait for service because there will be a lot of others doing the same thing. You should be as self sufficient as possible.

During the show your display should be kept in excellent condition. Remember, the contacts made at the end of the day or the end of the show are every bit as important as the first. Appoint people to be responsible for the display during all open hours. Don't expect one person to work too long. See that they are relieved at reasonable intervals. Working in a display is hard, tiring work and those in the booth will be talking to your prospects -- don't let them lack enthusiasm because they have been overworked.

When the time comes for the removal of your display, you will be glad that you planned for it -- people will be tired and anxious to call it quits, so it will pay you to have an idea of what steps are to be taken. Arrange for the transportation, packing and disposal of your display in advance.

D E S I G N & C O N S T R U C T I O N

It may seem strange, but the first thing you should consider when designing your display is -- How often will the display be used? If you can see a need for it at least once each year, you should at least consider designing a display which can be taken apart and stored for future use.

The amount you can afford to spend on your display will be influenced by the number of times you can use it. If you can use it only once, your cost should be kept at a minimum. However, if you can use it three times a year, a \$300.00 display will only cost you \$100.00 a showing plus storage, installation, and miscellaneous costs.

How much you spend on a display depends on YOU and your bank book. No one can tell you how much you should spend, but everyone will tell you that you should get the most for your dollar as always.

The services of professional display companies are available to most, but your cost will be proportionate to the service rendered. They can help you with all phases of the display: Planning, space rental, design, installation, physical maintenance, removal and storage. How much this will cost you will depend on how big, how elaborate and how much service your display requires. If you want a display which can be used again and again, it would be wise to at least investigate this source. The Yellow Pages of your telephone directory will provide you with the names of such companies.

If you choose to construct your own display -- and most of you will -- you should first make sure that you have covered completely at least the previously outlined steps. There may be many more questions to be answered and you should keep your eyes open for all details.

SIZE OF THE DISPLAY: Generally speaking, booth sizes are in units ten feet wide, ten feet deep and eight feet high with a four foot limit on the height of side rails. More than one unit can be used in most cases. However, these specifications should always be checked with the show officials. The dimensions given here are average and if you plan other uses for your display, you should adhere to them.

EYE APPEAL: Your display will be one in many and you must catch the eye of the passer-by. Keep your background simple, but appealing. It should invite people to come in and ask questions. Be careful not to conflict with other displays, however. Show officials will ask you to modify or remove your display if this is the case. Many shows require prior approval of display plans.

DESIGN & CONSTRUCTION continued -

EFFECTIVENESS: Plan the flow of traffic through your display. If you want people to come in so that you can have the opportunity to talk with them, have some activity in the rear of the booth which will draw them in. Avoid "over-the-counter" conversations. People like to talk man-to-man with a well-appearing salesperson. Give them the feeling of friendship and welcome. Arrange your various units of the display so they will hold interest and stimulate questions. Be sure to have ample personnel to talk with prospects.

CONSTRUCTION: The physical construction of the display will depend upon the ability and ingenuity of yourself or some member of your organization and the materials which are available to you. Make certain that the construction is sturdy enough to last without excessive maintenance. Prefabricate as much as possible.

MATERIALS: This is an all-important question and the materials available will often dictate the over-all design of the display. If cost is an important factor, use materials which are easily available. Here are a few suggestions and a brief description of the use:

AVAILABLE FROM THE SCOTT & FETZER CO.

* See Sales Promotion Materials List *

- SP 12 -- EASEL ---- for use with a flip chart or poster display
- SP 20 -- FOLDERS -- hand-out, descriptive of Kirby - can be imprinted
- SP 27 -- TEST CLOTHS -- use as in demonstration
- "PARA" CRYSTALS -- visual demonstration - odor attracts
- SP 28 -- DIRT METER -- dramatic way of demonstrating Kirby ability
- SP 46 -- SILK BANNER -- excellent eye-catching unit
- SP 48 -- WALL POSTERS -- background or talking points
- SP 50 -- ASH TRAYS -- restricted hand-out -- use in display area
- BALLOONS -- can be ordered directly from the Oak Rubber Co., Ravenna, Ohio. You can have the Kirby trademark as part of your copy since we have supplied the engraving to print it. Prices are based upon the size and whether printing is wanted on both sides. Write to them direct for complete description and prices.

MATERIALS AVAILABLE FROM LOCAL SOURCES

* Display companies, Demo stores, Stationary stores, Lumber companies, Hardware stores, Artist Supply Houses & others-- see the Yellow Pages of your telephone directory.*

CARD BOARD -- Background, enclosed tables, cut-outs, etc.

CORRUGATED DISPLAY BOARD -- can be obtained in colors and cut or rolled to form interesting display stands, units or backgrounds.

CREPE PAPER -- can be cut into streamers or stretched into unique decorations.

MATERIALS AVAILABLE FROM LOCAL SOURCES continued-

CHICKEN WIRE AND PAPER NAPKINS -- Tack wire to a light frame and stuff napkins through holes. Makes a very effective background. Napkins of contrasting colors can be used to spell out words or form designs - i.e. The Kirby trademark.

PLYWOOD - plain or striated -- Cut-out letters, cabinets, panels, backgrounds, etc.

PAINT -- a simple material but has great possibilities.

COTTON -- Snow scenes, table coverings, etc.

METALLIC GLITTERS -- particles of colored metal which can be adhered to most surfaces by painting your design or letter with glue and then sprinkle on the Glitters.

MONK'S CLOTH -- an inexpensive drape material for backdrops or table skirts. Sometimes available in colors.

WALL PAPER -- small samples or ends of rolls often help to brighten up otherwise shabby display standards, tables, desks, etc.

LIGHTS -- Spots; floods; indirect; back lighting of cut-out letters or painted frosted glass. Should be used to accent important features in display.

BOOTH FURNISHINGS -- In larger cities, display supply houses rent chairs, couches, tables, lamps, drapes & carpets at reasonable rates. Ask for a catalogue.

PUBLIC ADDRESS UNITS -- Could be rented and will assist in attracting attention and talking to large groups. Obtain permission of show managers for use.

KIRBY BOXES -- As display stands -- are a natural.

THERE ARE MANY, MANY OTHERS -- JUST BROUSE AROUND VARIOUS SUPPLY STORES AND USE YOUR INGENUITY.

A clothes closet could be built in the display in which the Kirby, set up as a Rug Cleaner, could be stored. The Kirby Kabinet would be hung on a hook on the inside of the door. This would simulate the way of storing the Kirby in the home.

The American Home Chart shows the Kirby units and the uses from the top to the bottom of the home. (See Wall Charts - Sales Promotion Materials List.)

At least four electrical outlets should be ready for the demonstration of the machines.

An over-stuffed chair makes a suitable piece of demonstration equipment. The Suds-O-Gun, the Crystalator, the Hand-Portable and the Floor-Portable Units can be shown in use on it.

Make a mountainous pile of suds with the Suds-O-Gun. Place a sign in the middle of it inviting people to try their EXTRA DRYNESS. Of course, your salesmen should be prepared to explain why EXTRA DRYNESS is a desirable quality.

Write "EXTRA DRY" or some other short wording with the Suds-O-Gun on the rug. Scrub the suds away with a long-handled brush and tell the audience that it is now dry enough to walk upon.

Show the difference between "straight suction" and the "vibrator brush" or Triple-cushioned-Vibration. Do this by placing ravelings on the carpet and clean it both ways...with the belt attached and the brush operating, and then turn the Belt Lifter lever and clean only with suction. Do this to the carpet with baking soda rubbed down into the base.

Use the large darning needle, knitting yarn and scissors stunt to show that the KIRBY is easy on rugs. Remember? Sew loops of yarn through a piece of carpet, the loops being about one inch radius, cut in the middle (front and back), this leaves loose pieces of yarn about an inch and a half long. Then run the Kirby Rug Cleaner Unit

(cont.)

over the area containing the loose pieces of yarn. The results are convincing. If the KIRBY cleans the dirt from the carpet without pulling out the loose pieces of yarn, it certainly cannot pull out the nap which is anchored into the base of the carpet. This can be done on a demonstration table where a group can watch every move.

APPOINTMENT CARDS...when filled out after a few questions as to the genuineness of the interest in the Kirby, have usually resulted in leads resulting in sales. In other words, "Qualify your prospect". Remember, the City and the Telephone Directory are full of names... conserve your time and energy by being conservative and sensible when filling out the names of appointment or prospect cards.

SELF-ADDRESSED POSTAL CARDS...(Cards containing the name and address of the Kirby Distributor and a place for the name and address of the prospective customer) paid off when a reasonable amount of judgment was used in their distribution. When a visitor to the display said, "I think I might be interested next week when I get the 'milk check'," (Yet, didn't place a deposit or down-payment on the machine)...right then, a postcard was given to her. As things turned out in many such cases, the signed cards were received by the distributor within a very few days.

Some individual should be placed in complete charge of the display. An adequate supply of folders, wax, crystals, and other demonstration materials, must be maintained, displayed and handled at all times. This person must see that folders are distributed properly, if that is part of the plan...or supervise the registrations, if there is to be a prize drawing. He should be responsible for the Time Schedule, maintenance of paint, lights and conveniences, torn signs, scattered folders...all matters to which he should turn his prompt attention.

THE SUCCESS OF YOUR DISPLAY DEPENDS ON YOU --

NOTE: Do you have any other ideas which have proved successful? If so, drop us a note and tell us how you worked it, what materials you used, and approximately how much it cost. Others need ideas and you can help them. In return you may receive some good ideas.

Sales Promotion Dept.
The Scott & Foltz Company
1920 W. 114th Street
Cleveland 2, Ohio