



**TAB
BUSINESS
FORUM**

TOGETHER IN FAITH & BUSINESS

ANGELS' DEN

STALL REQUIREMENT

On 24th September 2022, Tab Business Forum will be hosting their very own Angels' Den where we are looking to attract hundreds of budding and established business owners and entrepreneurs who can actua We are situated in the heart of Lewisham and the event will be marketed to our extensive email database of over 5000 people and our huge following on social media:

- Youtube: 4000 subscribers
- Facebook: 7000
- Twitter: 3,500
- Instagram: 22,000

BENEFITS OF HAVING A STALL AT TAB'S ANGELS' DEN

- Personal contact. Great for people who like to interact with others as well as a great practice in salesmanship.
- Low returns on goods. Because customers can try out your products, you can be sure you will get a low number of return requests.
- Great for building relations. Selling is not all about prices and quality. It is about connecting with people.
- Customers get to see the goods in person. Interaction with a product is very important for a sale to happen.
- Cost effective. The ROI for hiring a stall at this event is high.

YOU WILL BE SUPPLIED WITH

- 6ft table
- 2 chairs per table

YOU WILL NEED TO PROVIDE

- Your own table cloth
- Access to networks
- Leaflets
- Marketing material
- Pull up banner (The standard and most popular size is 80cm x 200cm)

COST - £200 FOR A STALL, THIS INCLUDES:

- Access for two to the event
- Table and 2 chairs

TIPS TO HELP YOU MAKE THE MOST OF YOUR STALL

The presentation of your goods should be as appealing and attention-grabbing as possible, which is why you should first think about a good concept for the decoration.

CLUTTER

Don't have too many things on your table which may make it hard for people to see the beauty of your products.

SIGN UP

If you are a service provider, have a signup sheet or tablet where people can register to work with you. If you are using a sign up sheet, make sure you have enough pens

BUSINESS CARDS

Don't underestimate the value of business cards, or small items with your branding and contact information for customers to take away. It is often the case that interested customers don't make a purchase decision until later and then want to shop online.

TIMING

Come on time to set up your stall. Stall holders are asked to be set up by 8.45am and need to be packed down by 4.00pm

OTHER THINGS TO REMEMBER:

- Card reader
- Change
- Price tags
- Other signage
- Take away bags

PLEASE NOTE

Limited power supply