



**POWER** PER SQ FT

# OFF-SITE EVENT PLANNER



# EVENT PLANNER CHECKLIST

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## 1. OFFER

There is no right or wrong special value you can offer: its success depends on what attracts your customer demographic. You can slash prices or incentivize purchases, but ultimately, you want something your target consumer is going to respond to. Therefore, in order to make a compelling offer, you need to know what your customers are looking for. It helps here to consider the strengths of previous sales events and promotions, then focus your new campaign on these successes.

Popular incentives start with special financing and factory rebates, but can also include free accessory packages or limited-time upgrades (e.g., free steps, cover lifter, start-up water care kits, or ozone systems). Special event pricing is always a pull—just make sure it's better than your regular store pricing.

## 2. SITE SELECTION

The location of any sales event has the biggest bearing on its success. Selection should depend on visibility, accessibility, parking, and area demographics. You'll want to target high-trafficked sites with adequate parking that attract prime hot tub shoppers—i.e., homeowners age 35–64 with a household income greater than \$50,000.

Research prior to choosing a location helps to size and compare different opportunities. Malls have excellent data that cover demographics, volume of traffic, and seasonal highs and lows. Cities also often have traffic count by street and governments have statistics for broader markets that are easily accessible. A little work ahead of time could make a significant difference in overall sales.

When selecting mall sites, make sure the position of your event tent and spas are visible from the street. For other locations, select sites at or near a four-way stop to better secure a captive audience—locations on high traffic roads where people are going 45-55 miles per hour can end up getting overlooked.

When selecting the event location, security must be addressed. Mall and other commercial parking lots often provide camera surveillance and some form of on-site patrol. Since your Event setup will be left overnight unstaffed, it's critical to ensure that your space is protected from potential theft and vandalism. Your location should be secured **6 weeks** prior to the event.

### 3. CITY/COUNTY PERMITS

Check with your local City and County government offices to inquire about required permits and zoning restrictions for your event location. These may include a temporary structure permit, sales permit, and electrical/generator permit. Some localities may require a fire inspection as well. Permits should be secured **6 weeks** prior to the event.

### 4. PRODUCT AND ACCESSORIES

In choosing what units to display, try to include a combination of your biggest and best, your smallest, entry-level model, and a couple of in-between choices to appeal to customers' different lifestyles, interests, and budgets. It's important to have at least one operating spa on site so buyers can see the unit in action. Specific recommendations include displaying at least six spas, a gazebo, cover, filters, and steps. Product should be ordered **6 weeks** prior to the event.

### 5. MERCHANDISING POP

For each event, Dealers should plan to have the following merchandising items ready incorporate into the event display. POP items should be ordered **6 weeks** prior to the event.

- Pop-up Tent(s)
- Printed Banners and Posters
- Spa Mat
- Feature Benefits Banner Stands
- Spa Side Sign Holders with Spa Spec Sheets
- Price and Financing Display Signs/Tags
- Teardrop Flags
- Branded Mylar Balloons
- Standard Balloons
- Interior/Exterior Swatch Boards
- Product Presentation Flipchart
- Master and Model Brochures
- Apparel: Shirts, Hats

- Acrylic Swatches
- Cabinet Swatches
- Branded Giveaway Items

## 6. TENTS

Any outdoor sales event should provide shade and weather protection for spas and customers with large tents. For an event with six spas, the tent size should be 20' x 30' minimum with at least two sides to protect spas from direct sunlight early and late in the day. Tents can be purchased or rented, and some rental companies offer services for local permit acquisition as part of their package. Large water barrels or planters can be used to anchor tents from blowing over in windy conditions. Tents should be secured **4 weeks** prior to the event.

## 7. ELECTRICAL/GENERATOR

Electrical needs for a running test spa, lights, and other equipment typically require use of one or more 20 kilowatt generators. These can be rented through a local power provider and include a 50 amp breaker and 110V outlets. You'll want to make sure to have power strips and extensions cords to plug in and a five-gallon gas can for refueling. You may also need to schedule an electrician to get the spa wired correctly at the event. Generators should be secured **4 weeks** prior to the event.

## 8. WATER

If your location is near a water source with a faucet or spigot, you'll need to get permission from the property owner and bring hoses long enough to reach the test spa during setup. If no water source is available, water truck services can be ordered to bring the water to your location. Water should be secured **4 weeks** prior to the event.

## 9. FORKLIFT

Forklifts should be rented from a local equipment and tool rental company **4 weeks** before the event. Reserving one for the duration of your event ensures you can accommodate customers who want their spa delivered before the event is over. Designated operators should have a forklift operating license.

## 10. LIGHTS

Lighting needs will vary depending on site location. Generally, you'll need lighting to attach to the tent structure (indoor/outdoor temporary string worklights work well) and/or standing lights to place around the tent area. These can be purchased from Home Depot, along with zip ties for attaching lights and bulbs that won't burn the tent material. When setting up, care should be taken to secure all electrical cords to avoid tripping hazards. Lighting needs should be secured **2-3 weeks** prior to the event.

## 11. INTERNET

In order to run financing applications and process orders, it is essential to have internet access and devices (either tablets or laptops) at your event. Internet can most simply be set up using your cell phone's HotSpot. It's also good to have a failsafe plan in place to process orders through the store (e.g., texting an image of the order form).

## 12. STAFFING

When selecting salespeople to work the event, staff with those who can make a sale in 30 minutes instead of 30 days. If you use your own sales staff, give them a reason to sell at the show with commissions from 1 to 10% or spiffs for selling the most spas, the most accessories, a floor model, first and last sale of the day, and/or highest priced sale of the show.

Spiff ideas include movie tickets, gift cards, sports event tickets, concert tickets, spa treatments, or golf outing. You could also consider a show goal attached to a group spiff.

Sometimes the best choice is to leave your store fully staffed with the familiar faces your repeat customers are used to seeing every weekend and hiring off-site event sales professionals to staff your event. These salespeople sell spas in special event, off-site environments for a living and are effective at getting results. Costs associated with hiring sales event professionals include commissions ranging from 7% to 10% along with travel and lodging expenses.

Staffing should be arranged **4 weeks** prior to the event.

## **13. INSURANCE**

To protect your financial investment, it's important to get all product and property properly insured. Check with your insurance carrier to communicate event details and ensure coverage should anything happen at the event location.

## **14. ADVERTISING**

When doing any sales event, your advertising budget should be at least 10% of the projected gross sales. Advertising materials should include:

- Printed Flyers/Posters
- Printed Banners
- Door Hangars
- Postcards
- Digital Banners
- Digital Display Ads
- Digital Native Display Ads
- Digital Social Ads
- Emails (Pre-Sale, Event, and Post-Sale)
- Radio Ad Scripts

When advertising your event, start with placing digital banners on your website's home page that link to your sale event landing page. Using your customer lists, send out save-the-date email announcements/invitations **1-2 weeks** prior to event.

Radio air time should be arranged **3-4 weeks** prior to the event. When buying radio for an event starting on a Thursday, buy ad time during the afternoon drive time (3:00pm – 7:00pm) on the Wednesday, Thursday, and Friday before/ during the event. If the event is scheduled for two weekends, buy ad time for both Wednesday/Thursday/ Friday timeframes. It's key to always aim for a 2 to 2.5 frequency in your localized area when advertising these events.

If you run digital PPC campaign to boost reach, retarget website visitors who viewed a products or locator page for conversion with Google Ads. With Facebook Ads, target male and females age 29+ in your local market with interests in health/fitness, home/ garden, and friends/family. Also consider using countdown timers to the event. All PPC traffic should be sent to an event landing page on your website with details about the sale.

## 15. PRE-SALE

To get the most out of your event, you should always plan for a pre and post Private Invitation Sale. The pre-sale can occur one day before the start of main event either in store or at the event location and should include an extra offer. It helps to treat these private sales as a special event within the event, serving finger food/drinks and setting up decorations. Extra offer examples for pre and post sales include free steps and/or a refundable deposit. Save-the-date invitations for the pre-sale should be sent to all top leads **1-2 weeks** out with a “best deal of the year” message.

## 16. EVENT BINDER

An Event Binder with essential references should be assembled for sales staff to have on hand during the event. It works best to have binders ready to share **1 week** prior to the event and ready to go over during the Pre-Event Meeting discussed in the next section. Contents should include:

- Price sheets showing MSRP, Store pricing, and Event pricing
- Financing payment breakdowns for all models
- Accessories pricing
- Inventory list
- Event special offer flyer
- Resources: Electrician, Deck and Fencing, Crane Company with estimates if possible
- Map with your servicing area with prices for Out of Territory service



- Map with Free Delivery area and Outlaying area
- Staff schedule and contact page
- Sales contract with terms of purchase
- Warranty
- AM/PM Daily checklists

## 17. PRE-EVENT MEETING

It's always a good idea to hold a pre-show meeting **2-3 days** before the event to go through critical info and logistics, making sure everyone is on the same page. Topics to be covered include set-up and tear-down plans, staffing schedule, Event Binder contents. Reviewing the offer, product info, and pricing is key.

The set-up crew should have a clear understanding of the space layout with a visual reference, along with a list of tools required. Explain that all original packaging for POP, etc. should be kept for repackaging at the end of the event. You may want to order extra spa bags for tear-down as well.

## 18. ON-SITE TOOLS AND SUPPLIES

The following materials should be ready to go **2-3 days** prior to the event:

- TVs, projectors, screens
- Tools
- Extension cords, power bars
- Hose and buckets
- Packing materials: Tape, shrink wrap, zip ties, large magic markers, labels, rope, 2-sided tape
- Sales contracts with sales policy and delivery policy
- Lead sheets
- Dealer flyers
- Financing applications and program
- Credit card machine and forms
- Calculators
- Business cards
- Sold signs
- Filing boxes with folders
- Pens, paper, stapler, paper clips, tape
- Computer
- Closing area with seating

- Refreshments: water, soft drinks, food
- Refrigerator or cooler w/ice
- Grill with paper plates, napkins, utensils if serving food
- Cleaning supplies: Spa chemicals, vacuum/broom/mop, dusting cloth, baby wipes, spa cleaner/Windex, paper towels, buffing compound
- Trash can and bags
- Plants and flowers
- Towel holders
- Robes and towels

## **19. POST-SALE**

Similar to the pre-sale, a post-sale extending the event offer should occur instore **2-3 weeks** after the event. Again, this private sale should be treated as a special event with food/drinks and decorations. Save-the-date evites and follow-up invitations for the post-sale should be sent to all top leads collected during the event two weeks before the sale with a “best deal of the year” message.

# WORKSHEET 1: GOALS/SALES PROJECTIONS AND PERFORMANCE ANALYSIS

	Projected Units Sold	Actual Units Sold	Projected Average Unit Price	Actual Average Unit Price	Projected Average Unit Margin	Actual Average Unit Margin	Projected Average Unit Profit	Actual Average Unit Profit	Projected Gross Sales	Actual Gross Sales
STIL										
A Series										
R Series										
X Series										
Accessories										
Other Products										
	<b>Projected</b>	<b>Actual</b>								
Total Gross Sales										
Total Expenses <i>(Worksheet 2)</i>										
<b>Net Profit (Gross Sales-Expenses)</b>										
Breakeven Unit Sales <i>(Expenses /Ave. Unit Profit)</i>										
	<b>Projected</b>	<b>Actual</b>								
Event Attendance										
New Leads Generated										
Existing Leads										
<b>Total Leads</b>										
Closing Ratio <i>(Total Leads/Total Gross Sales)</i>										

## WORKSHEET 2: BUDGET/EXPENSES

	Budgeted	Actual
<b>OVERHEAD</b>		
Location/space*		
City/county permits		
Tents		
Electrical/generators*		
Water*		
Lights		
Forklift		
Internet		
Product		
Insurance		
On-site tools and supplies		
<b>WAGES</b>		
Staffing		
<b>MARKETING</b>		
Advertising*		
Merchandising POP		
<b>Total Expenses</b>		
Available Co-Op		
* Qualifying Co-Op		
<b>Total Expenses Less Co-Op Credit</b>		

# WORKSHEET 3: PRICING

Model	Cost	Margin for Event	MSRP	Store Price	Event Price
STIL7					
STIL5					
A9L					
A8					
A8L					
A8D					
A7					
A7L					
A6L					
A5L					
R7					
R7L					
R6L					
R5L					
X8					
X8L					
X7					
X7L					
X6					
X6R					
X5L					



