

Shopping the Trade Show



March 8 - 9, 2022

At the Public Lands Alliance Trade Show, you will meet with exhibitors who understand the nature of your business and value the mission of your organization.

This year, the trade show brings you almost 100 exhibiting companies, including 20 first-time exhibitors, all ready to help you with your retail, interpretation, communication and operational needs.

You Can Never Over Prepare!

- **Review show specials** – Preview PLA 2022 [show specials](#) now (check back frequently for updates).
- **Think about new and customized product ideas for 2023** – Talk with your teams about new products and customized items that you can source at the show. Given current supply chain challenges, now is the time to be planning for new products/designs you want to launch in 2023.
- **Consult your "influencers" early** – The Trade Show can help your staff, board of directors, and government partners to understand the challenges buyers face in making selections for retail outlets, education programs, operations and donor/volunteer recognition items. Share ideas about what you'd like to source and provide your business cards to share with exhibitors.
- **Place orders ahead of time** – Given recent supply chain issues, don't hesitate to reach out to vendors prior to the show. Exhibitors welcome early orders – ask if they'll honor show specials. This will allow you more time on site to shop for new items and visit with vendors you've already purchased from.
- **Come prepared**
 - Pack purchase orders, business cards and credit sheets with info to set up new vendor accounts.
 - Bring info such as current inventory quantities and sell-through rates.
 - Bring samples (or pictures) that will aid in discussions with exhibitors about enhancing or developing new products or collections.
 - Save space in your luggage to bring back samples.
 - All attendees will receive a PLA tote bag, but feel free to bring along a bigger tote or smaller roller bag to carry paperwork, samples, and snacks.
 - Don't forget to bring comfortable shoes!
- **Plan your shopping trip**
 - If more than one person from your org is attending, divide and conquer.
 - Use the [floor plan](#) to map out your shopping route. Distribute completed purchase orders with your established exhibitors first.
 - Discuss with exhibitors: show specials, free goods, shipping, purchase dates, production timelines, delivery dates, updates on pre-show orders, billing, and payment terms. Snap a pic of orders placed onsite as backup.





Shopping the Trade Show Floor

- **Create a shopping schedule** – Managing your time effectively will ensure you don't miss any educational sessions. Visit the [PLA 2022 website](#) for schedule and session updates as well as COVID-19 protocols.
- **Negotiate** – Negotiate discounts on larger quantities and for non-returnable orders. Ask about the most appropriate shipping arrangements for your season. Suggest monthly/quarterly shipping and delivery timetables.
- **Review new items** – The Trade Show offers an excellent opportunity to learn about new items and products you might not have considered before. Request samples to be mailed after the show.
- **Be prepared to explain your approval process** – Many exhibitors understand this process and are willing to provide review copies. However, the PLA Trade Show introduces new exhibitors every year, and returning exhibitors may have new staff, so be prepared to spend some time explaining the purpose and steps involved with your approval process.
- **Place orders at the Trade Show** – Orders written at the Trade Show ensure that exhibitors feel their time and expenses are well spent. Enhance your relationship with them and write your orders while you're there. Ordering for 2023 at the 2022 show can increase the likelihood of securing inventory on your preferred timelines.
- **Ask about delivery dates** – Supply chain issues continue to be a concern. Talk to vendors about expected delivery dates and be prepared for delays. Partner with your vendors to find solutions for delayed merchandise.