

Organizing PTG Exhibits & Displays

Event types: music teacher- and music-related conferences and seminars, community fairs, school career days, business and chamber of commerce trade fairs, music festivals, home schoolers and other education-related conferences

Tips for Designing Exhibits

When PTG chapters and individual technicians have an opportunity to exhibit at a local event, increase the effectiveness of your display by keeping the following ideas in mind:

A. Pick a message for your booth display and use this message to set goals for your exhibit. Typical goals might be to:

1. *Educate players and owners about the instrument and what a qualified piano technician can do to improve the sound of a customer's piano.*
2. *Help owners understand the importance of regular, professional service and the different types of service a technician might recommend for their piano.*
3. *Provide referrals for those looking for a technician.*
4. *Educate visitors about the RPT certification and the benefits of hiring an RPT.*
5. *Encourage visitors to explore www.ptg.org and use it to find expert advice on piano care and piano buying.*

B. Use visual aids. These should illustrate your message and goals. Look for things like models, tools, and piano parts that people can actually touch. Large posters and illustrations are also effective.

C. Design your booth to be seen from a distance. Find out ahead of time the size and layout of your booth. The location may also matter. If you are not placed in a high traffic area, you may need to work harder to make your booth visible. How many tables and chairs are provided? Lettering should be at least 2 inches high for

your main points. As you organize items, arrange them from top to bottom and left to right. Keep things simple, big, and bold. Put the most important points at eye level. A poster on an easel or large signage like a table drape can help draw attention. Use bright colors. Use literature stands or bookracks to elevate written material. Have handouts available to explain information in more detail. Be sure there is contact information printed on everything you distribute.

D. Staff your exhibit with those who are comfortable meeting new people. They should be dressed neatly and wear a nametag. Keep someone at the exhibit booth at all times who can answer questions and explain visual aids. Have several copies of a referral list containing the contact info for local members. If staffing a booth for a statewide event, include all PTG members in that state on your list. Contact the PTG Home Office at ptg@ptg.org or 913-432-9975 for up-to-date information.

E. Get people to stop at your booth by giving something away or providing an opportunity to win something. Giveaways like imprinted pencils, large paper clips, rulers, and magnets continue to impact consumers long after the event is over. Have a drawing for a free tuning or appraisal. Use the names in the drawing for a follow-up mailing thanking them for stopping by your booth and reminding them who to call for piano service.

Contact your PTG Regional Vice President for additional ideas.

PTG Booth Checklist

Timeline	Activity	✓ Done
Three months	Obtain time, date, hours, location, size, attendance (who and how many) information	
Three months	Recruit an exhibit coordinator	
Two months	Recruit volunteers for design and staffing	
Two months	Decide on booth design and materials needed	
Six weeks	Order signage	
Six weeks	Decide on volunteer identification (apparel, name tags, etc.)	
Six weeks	Order/print handouts and other materials	
Six weeks	Order giveaways	
Four weeks	Order/produce volunteer identification	
Three weeks	Prepare local or state technician referral list	
Two weeks	Assemble all supplies, equipment, décor, etc. needed for booth	
One day	Set up booth	

Local Resources

- Table, table cloth, table skirt if not provided
- PTG signage if not provided
- Piano – open with action pulled
- Action models & jigs
- Technician’s tools and individual parts
- Business cards & local member list
- Helium balloons - music-related designs
- Giveaways like music-related toys, candy
- Bowl or box for prize drawing entries – solicit prizes from local technicians, music stores
- Entry forms and pencils
- Music CDs – CD player
- PowerPoint displays, concert DVDs, piano factory tour DVDs – Laptop computer

PTG Resources

Visit the online PTG Store online at www.ptg.org for a full catalog of consumer information literature. Look for:

Brochures

- *How should I take care of my piano?* Great tips for any piano owner.

- *How often should my piano be serviced?*

Manufacturer recommendations for the most popular piano models.

- *The special care and maintenance of the teaching piano*

Information targeting piano teachers.

- *Celebrating 300 Years of the Piano*

A brief history of the piano inspired by the popular 2000-2001

Smithsonian display.

- *Why use an RPT?*

Tells customers why choosing an RPT is a good decision and how to find one.

Technical Bulletins

Fact sheets for piano care and specific services.

- *Pitch Raising*

- *Regulation*

- *Humidity Control*

- *Voicing*

- *Finish Care*

- *Rebuilding*

Giveaways

- *RPT Bookmark*

Black and white with RPT information.

- *Reminder Cards*

Eye-catching postcard styles can be customized for local contact.

- *Business Cards*

You can never have enough of these! Attach magnets for extra impact.

Piano Coloring Book

Share this 8-page 8.5 x 11 inch coloring book with teachers, parents, students, schools and music retailers. Each page starts with "I am going to play the piano because..." and adds a different reason why learning to play is beneficial. Parent discussion notes are included. One page features a piano technician. Also directs readers to PTG's Piano Learning Center. Plenty of space on the back to add contact information. Package of 25. Bulk discounts available.

Customer Service Sample Pack

One each of all PTG brochures, bulletins and business aids.

PTG Identification

Don't forget to wear PTG logo apparel or pins to identify presenters or exhibit crew as a member of the Piano Technicians Guild.

Models

Use an action model, jig, or tool display to add visual interest to your exhibit or presentation. Order vertical and grand action models from PTG or contact us for other suppliers.

Free PTG Materials

- *Piano Technology Career Brochure*

Describes the qualifications, training and opportunities for someone interested in entering the profession.

- *Piano Learning Center Flyer*

- *PTG Web Resources Flyer*

- *Member Recruitment Packet*

Includes a fact sheet about the benefits of joining PTG, a membership application and sample copy of the *Journal* magazine. Member information and application also available online at www.ptg.org.

- *Downloadable, reproducible handouts*

Find PDF copies of information about piano care and buying, fact sheets about how the piano works, and games and puzzles for children at www.ptg.org/learningcenter.