

EXHIBITING AT LOCAL CONFERENCES AND FAIRS

Exhibiting at local conferences, health fairs and even farmers markets is a great way to introduce the general public to the educational messages of the Weston A. Price Foundation, as well as increase membership.

If you would like to volunteer to coordinate an exhibit, WAPF will pay for the booth and provide you with educational materials and display items at no charge. WAPF will also provide coaching if desired. Monies collected for memberships and the sale of materials are returned to the Foundation after the event.

For detailed instructions (also given below) and order forms, visit www.westonaprice.org/exhibit.

PRIOR TO THE EXHIBIT

1. Contact WAPF to order exhibit supplies and pay or reimburse exhibit fees at outreach@westonaprice.org.
2. Review the exhibit resources page westonaprice.org/chapter-resources/#exhibit
4. Recruit volunteer staff. (Caution: first check how many free passes or registrations are provided.)
5. Plan ways to support the three objectives: educate, enroll new members and raise funds for the chapter.

TO EDUCATE

- WAPF materials and table top posters. (Caution: Use *only* handouts, signs or printed materials provided by WAPF. The content of these materials has been approved by WAPF's board of directors and may not be changed in any way without the board's approval. Likewise, the look and colors of our materials provide a uniform and clearly recognizable impression of WAPF and its work.)
- A selection of WAPF-rated Thumbs-Up books or DVDs
- Food demos, if appropriate. (Caution: No sampling allowed unless permission is given.)
- An assortment of printed PowerPoint presentations in a binder or showing a PowerPoint or DVD on a laptop (Caution: Do *not* alter the content, layout or appearance of Sally Fallon Morell's copyrighted materials.)
 1. Raw Milk Powerpoint presentation at realmilk.com
 2. *Nourishing Traditional Diets* at westonaprice.org/chapter-resources/#slides
 3. *The Oiling of America* at newtrendspublishing.com/the-oiling-of-america-dvd/

TO ENROLL

- Enroll new WAPF members: Get a free membership poster from us to display. When you hand out the Principles of Healthy Diets booklet, point out the membership form in the middle. Explain to enquirers about the benefits of membership, which include four quarterly *Wise Traditions* journals, our shopping guide, one each of our ten trifolds, members-only Facebook group, 12 Spoons restaurant site and pertinent information and action alerts via email. Give a free Healthy 4 Life if they join with you at the event. We have a poster offering this offer.
- Encourage existing members to renew.
- Build Your Local Chapter: Have an email sign up list for chapter activities and a flyer to advertise future chapter events.

TO FUND RAISE

- Buy and resell any approved Thumbs-Up book or DVD, and non-perishable foods like fermented cod liver oil, coconut oil, etc. from approved sources. (Caution: No raw milk, ready-to-eat or perishable foods can be sold or sampled at exhibits. Also, this activity cannot overshadow the most important mission—to teach and to enroll members. Please use only a small section of the table.)

SHARING THE EXHIBIT

We do not recommend sharing your exhibit table with any other group. For one thing, it is important to avoid a conflict of interest. Please do not put out materials for other for-profit or non-profit groups; however you may provide your chapter's Food Resource List.

NO POLITICS PLEASE!

Volunteers represent WAPF while at the booth. Therefore, volunteers must refrain from engaging in political conversations. Volunteers must avoid *any* messages of endorsement or campaigning for a political candidate. Endorsement of political candidates or parties could jeopardize the WAPF non-profit status.

EDUCATIONAL MATERIALS PROVIDED

WAPF provides the following no charge: Principles of Healthy Diets booklets and all flyers.

WAPF provides these items to be sold (A poster with current prices will be included in the exhibit pack):

Wise Traditions journals
Healthy Baby & Heart Disease issues
Healthy 4 Life Recipe and Dietary Guidelines booklets
Shopping Guides
Pregnancy Diet magnet

The amount of supplies will be scaled to match the number of anticipated participants and will involve several boxes, some of them heavy. Please make plans for how these will be stored and delivered to the exhibit site.

DISPLAY MATERIALS PROVIDED

WAPF will send:

Table top posters (including the new membership poster)
Order transaction forms
UPS return shipment forms.

CHAPTERS to provide:

Tablecloth (if available)
Extra tablecloth or fabric to cover exhibit when it is not staffed or overnight
Simple office supplies – clipboard, envelop for funds, pens, scissors, tape, duct tape, paper for notes.
At least fifty dollars in small bill change for the money pouch

HOW MANY COME BY

It would be helpful for us to know how many people stopped and picked up materials and/or chatted. Without being obvious, try to keep a sheet of paper out of sight and keep a running tally. Let us know.

HANDLING MONEY

Remember to bring starter cash for the money pouches and make use of the transaction forms to record credit card purchases. Bring two envelopes: one for WAPF and one if chapter items are being sold.

- Checks should be made payable to WAPF and/or your Chapter (for fund raiser). Be sure to record a phone number. No need to use a transaction form for check and cash payments.
- Cash, provide a receipt only if requested, using a transaction form. Otherwise no form is needed.
- Credit Cards, record the card number and other information using WAPF using the transaction form (VISA, MasterCard, Discover or American Express). Please double check to make sure the expiration date is listed. Also, if you've run out of supplies, you can mark "To Ship" on the item, and the office will ship without charging postage. (Caution: Do not use our credit card transaction forms for Chapter fundraiser sales.)

RECRUITING NEW MEMBERS

Although the Principles of Healthy Diets booklets are usually sold for one dollar each, we pass them out to interested people for free at exhibits with the understanding that we are planting seeds for future harvest. Please call attention to the membership form in the centerfold when you hand them out. We also have Healthy 4 Life books to give to people if they sign up at the exhibit. If you wish, instead of offering Healthy 4 Life, you can offer \$5 off membership or a back issue of a journal if they sign up with you at the event—whether it is a chapter meeting or an exhibit.

For those who do sign up to be a member, please write on the form if they paid with cash or check and insert the payment in the folder form. Remember if they purchase only materials, there is no need to have a form unless they pay with credit card or if we need to ship the items. (Caution: Do not provide WAPF new members with their first journal or shopping guide—these will be sent to them in their membership packet. Providing these items does not save postage, it only causes duplication.)

EXHIBIT TIPS

1. Organize your table so that the free items are in one place and sale items are in another place.
2. Take pictures! Make sure there are people in the photos. We like putting exhibit pictures (with smiling people) in the *Wise Traditions* journal. Send us two or three of the best ones with a caption. Let us know the names of each person in the photo.
3. Avoid the three "Cs": no need to coerce, convert or cajole.
4. Have fun keep it light and relax...you know more than you think you know. Some volunteers are nervous because they can't remember specifics. Don't worry if you don't know the answer to a question, direct people to the website.
5. Our members are the best advertisement for WAPF. Share your experience.
6. Some people will not want to talk, so having materials in a binder lets them learn without having to engage in conversation.
7. Find the balance. One volunteer said: "It took me a while to find the right balance, not running people away with my passion or passively smiling and nodding at them as they walked by."
9. Make sure to move around and meet attendees, speakers, exhibitors and hotel personnel. The WAPF message is universal, and you never know who'll be hungry to hear it.
10. Write to us at outreach@westonaprice.org to offer tips to other exhibitors. Tell us what worked, and what didn't and we'll pass it on.

SUGGESTIONS FOR BOOKS FOR DISPLAY OR SALE

A Life Unburdened by Richard Morris - www.newtrendspublishing.com
Excitotoxins: The Taste That Kills by Russell L. Blaylock, MD - www.russellblaylockmd.com
Full Moon Feast by Jessica Prentice - www.chelseagreen.com
Gut & Psychology Syndrome by Natasha Campbell-McBride - www.gutandpsychologysyndrome.com
Honoring Our Cycles by Katie Singer - www.newtrendspublishing.com
Nourishing Traditions by Sally Fallon and Mary G. Enig, PhD – www.newtrendspublishing.com
Nutrition and Physical Degeneration by Weston A. Price, DDS - www.ppnf.org
Performance Without Pain by Kathryn Pirtle - www.newtrendspublishing.com
Real Food – What to Eat and Why by Nina Planck www.ninaplanck.com/
The Fourfold Path to Healing by Thomas Cowan, MD - www.newtrendspublishing.com
The Grassfed Gourmet by Shannon Hayes - www.grassfedcooking.com
The Untold Story of Milk by Ron Schmid, ND - www.newtrendspublishing.com
The Whole Soy Story by Kaayla T. Daniel, PhD, CCN - www.newtrendspublishing.com
The Yoga of Eating by Charles Eisenstein - www.newtrendspublishing.com
Wild Fermentation by Sandor Elix Katz - www.chelseagreen.com

Call (877) 707-1776 for case discounts on all New Trends Publishing titles. 40% discount for one or 50 % discount for two cases.

AFTER THE EXHIBIT DIRECTIONS

Thank you for exhibiting! Here are directions for how to close out your exhibit.

For Weston A. Price Foundation Proceeds

1. Write a personal check (payable to WAPF) for the cash received, and *put the exhibit name in the note field on the check*. On membership forms paid with cash, please note the amount and “paid in cash”.
2. Send checks, credit card transaction forms and completed membership forms. If the check goes with a membership form, please insert it into that form and write paid by check on the form.
3. Remember to indicate on the form if there are any items we need to ship. PLEASE SHIP in an obvious place is helpful.

Exhibit Coordinator
Weston A. Price Foundation
4200 Wisconsin Avenue, NW, PMB #106-380
Washington, DC 20016

You can keep left over items for future use. If you have more items than you want to keep, ask us for a return shipping label and we'll send a UPS label for you to return the materials.