



# TRADESHOW 101

Ontario Chiropractic Association. Treatment That Stands Up.



# COMMUNITY OUTREACH Co-ORDINATORS



**Dr. Amy Brown**



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# TYPES OF TRADESHOWS

# WHY ATTEND A TRADESHOW?

- Opportunity to showcase our profession to a specific audience in one location
- Generate conversations
- Lead to other opportunities



# TRADESHOW SAMPLINGS



# NERVOUS?



# TO PARTICIPATE OR NOT

- What is your goal for attending?
- Who is your audience?
- Budget?
- How do you measure success?





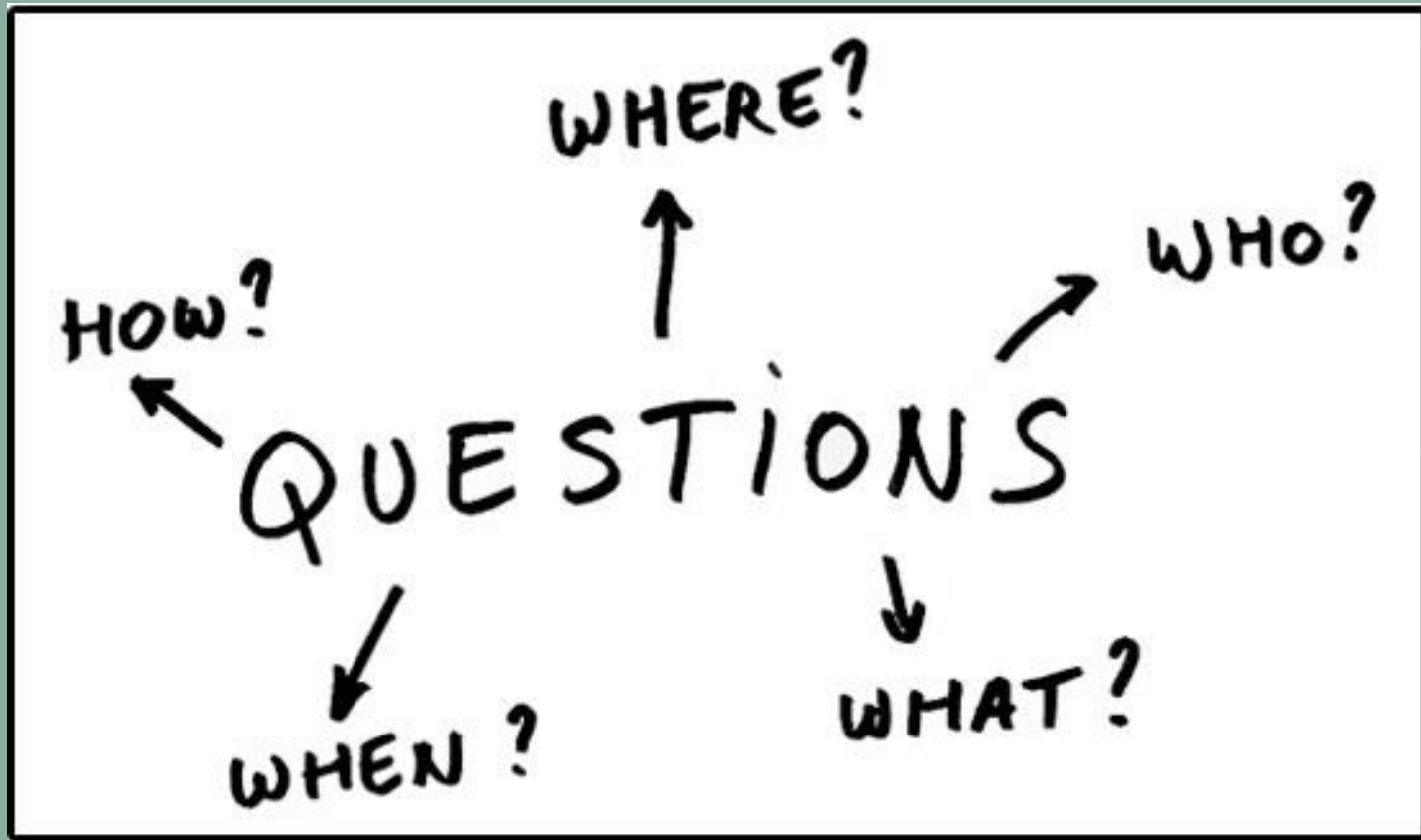
# BE PREPARED!

Ontario Chiropractic Association. Treatment That Stands Up.









# RELATIONSHIP BUILDING



Collect Leads

Follow Up

Opportunities

# SOME THINGS TO REMEMBER:

- Review tradeshow agenda or program
- Be a conversation starter
- Plan washroom and food breaks during tradeshow downtime
- Visit other booths
- If you are an OCA volunteer:
  - Log your volunteer hours & complete a feedback form

# COMMUNITY ENGAGEMENT & LEADERSHIP PROGRAM

- ✓ Develop/hone skills through training and experience
- ✓ Raises profile within the community
- ✓ Share knowledge and expertise
- ✓ Build a local support system with fellow chiropractors
- ✓ Advance the understanding of the profession while engaging with your community
- ✓ Opportunity to grow within the association through the various volunteer roles



# INTERESTED IN VOLUNTEERING?

- Visit [www.chiropractic.on.ca](http://www.chiropractic.on.ca) and explore the Community Engagement and Leadership Program
- Review roles
- Click on role of interest and APPLY!

# QUESTIONS



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