

So you're going to a collector show or event. Need some help?

No problem! Make your experience pay off using these tips.

Getting Ready:

- 1. Choose the right show.** When selecting a show to attend, ask around to see which ones are the favorites in your area. You can also pick a show based on your interests. If you have a particular fascination with cars, coins, or sports memorabilia, for example, your curiosity will certainly help you connect with collectors.
- 2. Set a clear plan.** Decide whether you want to set up a booth and attract people primarily from a home base or simply walk the show to connect with people. Both ways have their benefits – which you choose depends on how you work best. Regardless of your choice, it helps to take a few minutes to peruse the show to get familiar with how the show is set up and what will be taking place around you.
- 3. Be visible.** When registering, try to negotiate a corner spot close to the entrance or near concessions where traffic is highest. If you know any “regulars” to the show, ask them if there are any particular show highlights so you can try to be placed in that general vicinity.
- 4. Be prepared.** Have rate examples ready. If you have a laptop, bring it with you so you can quote and submit business right on the spot at AmericanCollectors.com/Agents. It also helps to brush up on our coverage before you attend so you can share the bells and whistles with prospects.



American Collectors Insurance
If it's worth collecting, it's worth protecting.™

Setting Up:

1. **Pack in the fun.** When you're packing, keep in mind what you'll need to attract people and educate them about specialty coverage. Bring colorful banners, photos, or posters to grab the attention of those passing by. Have brochures handy to help explain our program (there's room on the back for you to place a sticker or your business card). Pack seating for those that want to stay and chat.
2. **Make a good first impression.** When hosting a booth/table, it should look professional and your logo should be prominently displayed to show your purpose. Make sure your setup is welcoming to attendees. Note: if you're sitting in the back of a tent, it doesn't look very inviting and people may not approach you. Sometimes standing in front of your table makes it easier to connect with collectors.
3. **Get attention.** Park a collector vehicle next to your booth with a sign that says "Ask me about agreed-value coverage from American Collectors Insurance." Not only will it get attention, it will be an excellent conversation-starter. Host a raffle or a game to build buzz at your booth/table. Get attendees to drop off a business card for a prize and follow up on potential opportunities.
4. **Circulate the show.** By walking the show, you can easily meet people, build relationships, and get a better understanding about the hobby. Pass out information and giveaways to help build leads. Wear apparel with your logo. Companies such as Lands End can easily add your agency's logo to a variety of clothing.

Working The Show:

5. **Show interest.** Collectors are passionate and enjoy talking about the things they love the most. By simply asking them about their favorite car or collectible displayed at the show (or about their own car or collection), you'll be sure to spark a very interesting conversation. Plus, there's no better group of people to learn from when it comes to the hobby.
6. **Be focused.** Representing too many products or markets can be confusing. When attending a show that's dedicated to collectors, talk agreed-value coverage through American Collectors. Once you have your foot in the door, you can talk about other lines of business.
7. **Be yourself.** Even if you aren't very experienced with the collector market, simply do what you do best - talk to people! If anything else, collector shows are a fun time. It's okay to let yourself enjoy the show and learn a thing or two about the people and cars/collections around you. You'll be amazed how many leads that alone will get you.
8. **Count on us.** If you ever have a question about acceptable risks or even about specific cars or collectibles in general, give us a call and let us be the experts for you. That's why we're here! With our Saturday hours, you can even call us directly from your event if you're in a pinch.



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