



## Create a Successful School Booth


### What to bring:

- Demonstration/display materials
- Table
- Tablecloth
- Chairs
- School pop-up banner (this is the same banner used during the School Choice Fair)
- School marketing items (pencils, pens, magnets, bookmarks, etc.)
- Interpreters (if needed)
- Children's activities

### Recommendations

- Ask yourself: **“What would I like people to know about our school? What makes our school special? What are we most proud of?”** Plan accordingly to incorporate things that represent those features – artwork, projects, videos, photos, charts, etc.
- **Provide children with activities** that can keep them engaged while staff talk with parents.
- Be prepared to **have staff at your booth** for the entire event – including time to prepare and clean up.
- Consider **supplementing staff with school ambassadors (active parents, family liaisons, students, pre-k and kindergarten teachers)** who are willing to talk enthusiastically about their experiences at your school.
- **Bring some school marketing items** (tablecloth, pencils, pens, magnets, bookmarks, etc.)
- Do you have a **school t-shirt**? Have all booth personnel wear them.
- If your school has a special program about which you're especially proud, **bring something from that program to show** – photos, a video, posters, signs.
- Do you have a colorful **school banner**? Display it. All schools already have a pop-up banner.
- Does your school have a **mascot**? Some kids will love it.
- **Fair visitors love giveaways** – whether educational or sweet treats.
- Bring information about **special programming in your school** – and have it available in several languages, if possible.
- Wear **comfortable shoes and bring your cell phone** for easy communication.
- Share information on **before- and after-school programs** that can enrich the experience at your school.



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- Share information about the special education services that your school offers.
  - Don't forget to have flyers or brochures available with information on **your school's upcoming open house or other events**. Templates are available at [spps.org/toolkit](https://spps.org/toolkit).
  - **Bring snacks** if you'll be there for a long time.