Face to face

Stalls

Setting up a stall for your society can be a good way to speak directly with other students about your society or event.

It is advisable to book your stall space in advance in order to avoid disappointment. Read this info if you would like to arrange to have stall in the following locations:

<table>
<thead>
<tr>
<th>Location</th>
<th>Contact Information</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potterrow</td>
<td>Contact the EUSA Reception on 0131 650 2656</td>
<td>Limited space on some days</td>
</tr>
<tr>
<td>JMCC - Pollock Halls</td>
<td>Enquire at JMCC - Pollock Halls</td>
<td>One stall per day</td>
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<tr>
<td>Outside Main Library</td>
<td>Enquire at the Servitors’ Box, George Sq Lecture Theatre</td>
<td>Limited tables to borrow</td>
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<td></td>
<td></td>
<td>No exchange of food or drink</td>
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Handy Tips

Try to think of new ways to increase participation with your stall, for example:

- Run a competition and asking passers-by to sign up
- Take photos and put them on your Facebook site where you can direct students to
- Ask for email addresses for your mailing list
- Play a game which encourages student to stop and look at what you are doing.

Societies Fair

The Societies Fair takes place over a couple of days in Freshers’ Week, and is an ideal chance to talk to new members and invite them to learn a little more about your society. You will have a stall consisting of a table which you can decorate with posters, flyers etc. Bringing snacks or sweets is usually a great way to encourage people to stop by your table, grab some nibbles and ask a few questions! Be engaged and interactive at all times – sell your society and passions and work together as a committee to take turns throughout the two days.

Top Tips

Make sure your stall is bright and attractive. Have enough people so you can all take shifts. Bring your own water! Have clearly displayed information about your Freshers’ Week event. Have plenty of sign-up sheets so people can add their names to your mailing list or even buy memberships and make sure you have spare change if you’re selling membership on the spot. Get to know the societies around you – you might be able to collaborate to raise both your profiles.

Money and Memberships

Any membership money taken at the Fair can be deposited, via the pop-up cash office, straight into your EUSA Societies Account. At the same time, you would provide reception staff with a list of new members that matches the amount deposited. These new members are added to your members’
database that you can then access via your Society Profile on the EUSA website. You can then use this to send emails to your members; sell products and tickets to events; and more.

**Booking a stall**

Booking a stall is done through the Re-registration form, and requires £10 to cover costs. As part of the form, you authorise EUSA to withdraw this from your EUSA Societies Account.

If you have not booked a stall, you will be turned away – otherwise it’s not fair on societies who have paid to be there, and who booked their stalls months before.