

Prader-Willi
Syndrome
Association
(USA)

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Instructions for a PWS Awareness Booth

1. Identify opportunities for a PWS awareness booth.
2. Inquire about and secure permission for a PWS awareness booth as needed.
3. Figure out what you would like your PWS awareness booth to display and make sure you have what you need. Don't forget to think about who will man the booth.
4. Learn how you may publicize your PWS awareness booth to attract more visitors.
5. Have fun manning your PWS awareness booth and educating about PWS.

1. Identify opportunities for a PWS awareness booth.

Here are a few ideas to get you started:

- Look at a community calendar (newspapers, your town's cable TV station, etc.)
- Your news station web sites often have event information
- Contact your local health department coordinator to learn of upcoming events
- Check out service club events, such as Lions Club
- Word of mouth—listen for and ask about different events occurring
- Maybe the library or a retailer would just let you set up a booth if you asked

2. Inquire about and secure permission for a PWS awareness booth as needed.

Some events require an application and may have booth participation guidelines to follow. Learn if this is the case and follow instructions.

3. Figure out what you would like your PWS awareness booth to display and make sure you have what you need. Don't forget to think about who will man the booth.

PWSA (USA) has many brochures and other items you can order to fill your display, such as the *PWS Q&A* brochure, *What an educator should know* brochure (you never know when you may come across an educator), *Hear My Voice* flyer, and promotional items, such as PWS wristbands and magnets. You may want to enlarge a picture of your loved one with PWS and others for display. You can make it look professional by mounting items on project board or displaying them in brochure holders. You can call PWSA (USA) at (800) 926-4797 to obtain items or visit the "Tools You Can Use" page in the awareness section of the PWSA (USA) website, www.pwsausa.org, to find materials, printing as many copies as you need.

Think about who will man the booth. They will need to be articulate and knowledgeable about PWS to be able to answer visitor questions. If you or anyone manning the booth does not know an answer to a question, do not make it up. Simply take contact information to follow up with the visitor after you have an accurate answer.

Also, many events will print you a paper title banner for your table. They may provide a tablecloth, too, but you'll want to double check.

4. Learn how you may publicize your PWS awareness booth to attract more visitors.

There may be opportunities to publicize your booth in a program book or by securing a media interview. You may be able to assign a greeter to stand near the entrance doors to hand out items and direct visitors to your booth. Maybe there is a display screen where your booth is mentioned or a time when your booth could be announced over a speaker system. Check with the proper event authorities to learn more about what you can do to increase traffic to your booth.

5. Have fun manning your PWS awareness booth and educating about PWS.

Be ready to talk. Some people are very interested while some only ask not to feel bad about taking your free gift. Either way, more people will know about PWS and that is the ultimate goal.

still hungry for a cure.