

RCCG LIGHTHOUSE ASSEMBLY

SUNDAY, SEPTEMBER 20, 2026 • 11:30 AM



ENTREPRENEURSHIP SUNDAY

EXHIBITOR QUICK START PACK

SHOWCASE WHAT YOU'RE BUILDING.

STOP → UNDERSTAND → EXPERIENCE → CONNECT

SHOWCASE WHAT YOU'RE BUILDING.

Entrepreneurship Sunday is your opportunity to show our community what you do, what you sell, what you are building, and how people can support you.

You do not need an expensive or elaborate display.

Your goal is simple:

STOP → UNDERSTAND → EXPERIENCE → CONNECT

01 STOP Give people a reason to notice your stand. What will make someone walking past stop and look?	02 UNDERSTAND Help people quickly understand what your business does. Can someone understand your business from 6 feet away in 5 seconds?
03 EXPERIENCE Give visitors something to see, touch, taste, try, watch, receive, or participate in.	04 CONNECT Make the next step easy. Can they buy, book, order, follow, call, scan, or contact you?

YOUR DISPLAY

Your stand should ideally communicate four things:

1

WHO ARE YOU?

Make your business name or logo easy to see.

2

WHAT DO YOU DO?

Use one simple sentence.

FOR EXAMPLE:

We help small businesses manage their bookkeeping and taxes.

Freshly made cakes and desserts for birthdays, weddings and special occasions.

Avoid trying to explain everything your business does.

Keep your main message simple.

3 SHOW SOMETHING

Depending on your business, you could display:

Your products	Samples	Photos of your work
Before-and-after pictures	Portfolio	Menu or price list
Testimonials	Packaging	Laptop or tablet demonstration
Prototype	App or website	Videos
Brochures	Service examples	

4 GIVE PEOPLE A NEXT STEP

EXAMPLES:

SCAN TO ORDER	BOOK A CONSULTATION
TRY A SAMPLE	FOLLOW US
GET A QUOTE	ENTER TO WIN
TAKE A CARD	ASK ME ABOUT...

A QR code linking to your website, Instagram, booking page, WhatsApp, or contact information is highly encouraged.

YOUR 36" × 48" DISPLAY BOARD

Your tri-fold board is your blank canvas.

A simple starting point is:

LEFT PANEL	CENTER PANEL	RIGHT PANEL
WHO ARE YOU? • Business story • Who you serve • Photos or information	WHAT DO YOU DO? • Business name/logo • Main message • Products/services • Strong visuals	WHAT NEXT? • QR code • Contact information • Special offer • Social media • Booking information

BUT THIS IS NOT A RULE.

Be creative.

Use your board in whatever way best tells the story of your business.

You can use photographs, fabric, products, samples, menus, packaging, lights, tablets, decorations, testimonials, signs, or anything else that helps make your stand memorable.

FREEBIES & GIVEAWAYS ARE ENCOURAGED

We encourage exhibitors to think about giving visitors something to try, take, taste, win, or experience.

YOU COULD OFFER:

Free samples	Small giveaways
Branded items	Sweets or snacks
Discount cards	Coupons
A free consultation	Free mini-service
Demonstration	Prize draw or raffle
Special Entrepreneurship Sunday discount	Small gift with an order

FREEBIES ARE ENCOURAGED — BUT THEY ARE NOT REQUIRED.

They do not need to be expensive.

Something small can help someone stop at your stand, start a conversation, and remember your business afterward.

MAKE YOUR STAND INTERACTIVE

Instead of simply putting flyers on a table, ask yourself:

WHAT CAN SOMEONE DO AT MY STAND?

The more people can experience your business, the more memorable your stand will be.

CAN THEY:

Taste it?	Try it?
Touch it?	Watch it?
Scan it?	Test it?
Win something?	Ask for advice?
Take something home?	

YOUR 20-SECOND INTRODUCTION

Be ready to explain your business quickly. You can use this simple template:

“My name is _____. My business is _____. We help _____ by _____. If you need _____, please come and speak with me.”

You don't have to memorize it word-for-word.

Just be ready to confidently explain what you do.

BEFORE ENTREPRENEURSHIP SUNDAY

Make sure you have:

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- ☐ Your display board ready
 - ☐ Business name/logo clearly visible
 - ☐ A simple explanation of what you do
 - ☐ Products, photographs, samples, or examples of your work
 - ☐ QR code or contact information
 - ☐ Business cards/flyers if you use them
 - ☐ Prices/order information if appropriate
 - ☐ Any freebies, samples, or giveaways
 - ☐ Anything visitors can interact with
 - ☐ Your 20-second introduction ready
 - ☐ Chargers/extension needs planned if using electronics
 - ☐ Everything needed to take orders or bookings
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THE FINAL TEST

Before Entrepreneurship Sunday, stand about 6 feet away from your display and ask:

CAN I TELL WHAT THIS BUSINESS DOES WITHIN 5 SECONDS?

THEN ASK:

Is there something here that makes me want to stop?	Is there something I can experience?	Do I know what to do next?
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If the answer is YES, you’re ready.

REMEMBER

YOU DO NOT NEED TO SPEND A LOT OF MONEY.

A creative, clear, welcoming stand is better than an expensive stand that people don't understand.

STOP → UNDERSTAND → EXPERIENCE → CONNECT