

TIPS FOR A SUCCESSFUL SHOW!



FREE EXTRA ADVERTISING!

See details at bottom of page!

PREPARATION



Read the Exhibitor Kit
And ask yourself: Do I have floor covering? Do I need chairs or tables? Do I need to order electricity, wifi, telephone or water services?



Schedule
Ensure your booth is never empty or understaffed, this will have you losing customers before you even meet them.



Prep your staff to appear knowledgeable and friendly.
Each employee working the show should either be prepared to smile, greet attendees and engage them and be able to answer at least a few basic questions while they wait to speak to you or an expert.



Promotional items?
Be sure you will receive them in time for the show. It's best if they are relevant to your service or product and are useful to the consumer so they will keep them.



Take Notes
Toward the end of a busy day names, faces and stories will begin to run together, so make notes on a lead to better connect during follow up.

Exhibitors who tend to benefit the most from the shows are those who view the show as a "speed-selling" situation, a way of meeting thousands of potential customers and only having a couple minutes to make a great and lasting first-impression. The most effective way to make face-to-face sales to the most people in the least amount of time.

APPEARANCE



Catch Their Attention!
Hang a custom banner that attendees can read from across the room to grab attention. Consider a tasteful gimmick to stand out in the crowd such as a costume or mascot for your booth or balloon animals for kiddos passing by.



Dress for Success!
Wear clean, appropriate, professional uniforms or business attire and wear comfortable shoes. Even better if there is some consistency among staff dress code, so they are easily seen by attendees.



Body Language
Enthusiasm, eye contact, confident hand shake, good posture and hands by sides or behind back are all great examples of effective body language.
AVOID hands in your pockets, arms crossed, laptop, tablet and cell phone usage during show hours.

Set your booth up to welcome attendees in. Allow space for them to be in your booth comfortably. If you have a table, push it up against the drape, do not put it out on the aisle, putting a barrier between them and you and making them feel they cannot approach you. When purchasing space be sure there will be a comfortable amount of room for your team, your display, potential customers

ENGAGING ATTENDEES



Pre-Show
Entice them to come to the show for show specials or giveaways by posting them on social media or any other advertising you are already participating in. Use #ProjectsSolved when posting about or from the show!



Encourage Decisions
Have a great show special, they can't get anywhere else or any other time, encouraging urgency of commitment.



Drawings/Giveaways
Have one that they can only register for at the show, to be given away during the show. The most effective giveaways relate directly to your business or service. Easy to carry, memorable swag can encourage conversation later as well as get your contact info and brand into attendees homes.



Engage Their Senses
People like to touch, see and feel. Offer them that showroom experience with video or live demonstrations as well as any samples or prototypes that will make a lasting impression on them.

Let your booth create ambassadors for your company. Teach or show them something that they will walk away wanting to tell other people about.



80%/20%
Show your customers that you care and want to help by listening to them and their needs before speaking, then you can address their specific needs or concerns rather than presenting a generic pitch.

If you do use tablets or screens to present visual content, remember, content is key. A clear, 2-3 minute message on a loop is most effective, especially when paired with actual video or animation versus a slide-show. This is a great chance to play video testimonials of past customers. Word-of-mouth is the best referral!

HELP US, HELP YOU!

FREE ADVERTISING!



Do you have helpful hints, tips or an article that could help attendees with everyday household tasks? Click here: <http://showtechnology.com/exhibitors/exh-info-submission/> and submit this to us (including images and your logo when possible) and we will consider using it, along with your company name and logo, in social media and online! A great, free bonus advertising opportunity!



Talk with your rep about any giveaways you are planning on having during the show and often times we can advertise the giveaway ahead of time online and through social media to entice attendees!



Do you sell, manufacture or install a new, cutting-edge product? Email lauren@showtechnology.com and let her know what makes you, your company or your product stand out from others and she may be able to feature it on TV and Media while promoting the show!



Talk with your sales rep if you would like to present a seminar on one of our stages that would be interesting and helpful to our attendees which would also direct them to your booth for more information.