

Booth Tips

Pre-Show

Be Visible. Invite Attendees. Promote Your Company.

A profitable exhibition experience depends on what you do before the show to get your clients and prospects to come to you. Statistics reveal that attendees come to an exhibition with a set agenda of exhibits to visit. Your pre-show promotional activity can put you on that list.

- First, identify the audience you want to reach and then contact them to visit your booth. Develop a focused and creative approach to attracting attendees.
- Send invitations. Exposition attendees respond to invitations offering compelling reasons why they should visit a particular supplier. The invitation can be in many forms — direct mail, telemarketing, advertising promotion, or e-mail — just as long as it provides meaningful information (a little creativity helps, too).
- Don't forget the media. Prepare and bring press kits and send invitations.
- Advertise in trade journals.
- Take an active role in supporting the Expo and the industry. Sponsoring and advertising are two ways that show attendees you care about what they do, making them more likely partner with you.

Onsite

Exhibitor Etiquette.

As important as your pre-show promotion is and as critical as your booth design and integrated marketing approach, these vital elements can be forgotten and useless if your booth personnel make some all-too-common mistakes.

Here are some tips on exhibitor etiquette to share with your booth personnel.

- Stay off your cell phone. Attendees are here to talk to you, and if you are on your cell phone, they may decide to walk on by your booth.
- Greet attendees to your booth. Make people feel welcome by saying hello and seeing how you can help them.

- Stay out of other companies' booths. Not only is your presence in your company's booth absolutely vital to serving your customers, but you help set an example for others.
- Do not solicit in the aisles (known as "suitcasing"). Exhibitions are designed to encourage a free flow of traffic through the aisles, and to enable exhibitors to do business in their booths. Show management prohibits solicitation in the aisles, with good reason. Companies that choose not to pay for exhibit booths sometimes attempt to solicit in the aisles.
- Do not disrupt other exhibitors or visitors. Disruptions such as loud music or announcements, shining lights at other booths, using laser pointers across aisles and the like are annoying to others. Visitors to exhibits are there for business purposes, just like you.

You and your company can be highly successful, but you must be careful not to break the rules of good exhibitor etiquette!

Post-Show

One Rule: Follow Up.

- Send thank you notes for coming and visiting your booth, especially to VIPs, prospects and media.
- Reserve your space for PROCESS EXPO 2021 during the 2019 onsite booth selection process.
- Have a post-show meeting with all your personnel when everyone is back in the office. Have key staff write up a post-show summary, and share lessons learned.
- Send all leads to sales staff for follow up.
- Follow up with new media contacts. Supply them with any supplemental material that may assist with a story.
- Recognize staff members who did an excellent job at the show.

Source: The Trade Show Exhibitors Association