

How to Get the Most Out of Your Exhibit

IF YOU READ ONLY ONE PIECE OF PAPER TODAY, MAKE IT THIS ONE!

WE WANT YOUR EXHIBIT TO BE SUCCESSFUL AT THE SHOW!

TEN WAYS TO DO WELL AT THE SHOW (Try all ten!)

1. Be aggressive. Well-trained exuberant “meet the people” sales staff.
2. A dynamic, beautiful exhibit. One look says it all.
3. Get people into your booth with an attractive display.
4. Get people involved with the product: see-touch-participate.
5. Show the product or service in action. Be active. Be safe, too.
6. Obtain leads with vigor: hold a drawing or giveaway (to be approved by show first)
7. Pursue leads with vigor. Follow up every viable lead within two weeks!
8. Show as wide a range of products as possible.
9. Offer incentives to buy at the show: specials, show-only discounts.
10. Remember: your display is your busiest store location. DO IT RIGHT!

TEN WAYS TO WASTE YOUR TIME AND MONEY AT THE SHOW (any one will do)

1. Have dull, lifeless, poorly informed sales people.
2. Sit down in the booth, read something, stare at your phone, and force people to “bother” you.
3. Design your booth with a table across the front to keep people out.
4. Have nothing interesting in the exhibit. Forget literature.
5. Don't staff all hours, set up late, or break down early.
6. Carry on a marathon conversation with fellow workers.
7. Eat, drink, do paperwork, or force people to interrupt you.
8. Fail to plan the purpose, strategy and follow-up actions.
9. Use unprofessional signage or literature to convey your firm's image.
10. Stand with your arms crossed. Stare blankly at the people passing by.

OUR MOST SUCCESSFUL EXHIBITORS ARE PROFESSIONALS:

- They carefully plan their strategy, their exhibit and what they will do at the show to convert leads to sales.
- They actually do what they planned.
- Their booth is sharp, clean, well designed, and open to the public.
- All of their products and services are shown to their best advantage.
- Their very best sales people are ready for action.
- Signage and literature are just right and assist the sales effort.
- Everybody concentrates on just one thing: SELLING.
- After the show, the whole staff shifts into high gear: following up every solid lead within two weeks, working the leads to the fullest, and providing great service to build referrals and repeat business.