



## 2010 Exhibitor Tips

We have some pointers which may help you. They are merely suggestions and may be helpful to those who have not exhibited before or often.

### SIGNAGE AND BOOTH APPEARANCE

- Don't under estimate the power of looking good.
- Maintain a professional look; try to avoid handwritten signs. Make signage large and visible from a distance. Don't use hard to read fonts.
- Utilize large, bold, effective signage and strong graphics
- Have an active booth, not a passive one. Create a reason for guests to approach - i.e. video, promo gift, discount coupon, quiz, costumed rep, any gimmick is better than no gimmick. Donate an item to the attendee gift bag to increase your exposure to attendees.
- Have additional information available - you may want to reserve the more expensive promotional material for someone who is really interested.
- Set your table up so you are not behind it - it acts as a barrier to effective communication. Instead, aim to push your table against the backdrop and sit (or preferably stand) in front of it to make interaction with potential customers more engaging.

Remember they don't see your beautiful store or office they see you and your display.

## **PRODUCT**

- Let people know that your products are for sale - offer special discounts on goods for sale if they buy now.
- Try to give away as much promotional stuff as you can - people always like free things and are likely to stick around longer (i.e. Pens. Notepads, key chains)
- Don't sell them everything, leave something to be desired. This gives good reason for follow-up.
- If your product/service is quotable or negotiable you may want to ask them what they would like to pay, determine their price point and give them a range. - i.e. generally this particular product/model is between \$1200 - \$2000.
- Tell the truth and look them in the eye.

## **FOLLOWING UP WITH YOUR LEADS:**

- Determine a reason for collecting business cards for post-event follow-up -i.e. lucky draw, mail in offer
- Attitude - positive and friendly
- Be sure to offer "take home" literature - many attendees just touch the surface at these events, then go back to their workplace and explore further
- Make sure your website is up to date
- Ask for their business card or give them yours
- Find out who the decision maker is and ask if they mind if you forward both them and their boss/manager the information as well.
- Have a plan and have packages already made up either to take with you or ready to be mailed at your office so that all you have to do after the trade show is mail them out.
- Try to give them a time frame of when is a reasonable time for you to get them more promotional material
- Don't say things you can't provide and things you can't follow up on. If you have promised to follow up, do so within a reasonable amount of time.

Make sure you know whether it is you or them that are doing the follow up.

## **DEALING WITH POTENTIAL CLIENTS**

- Customer service is everything, if you cannot attend yourself, choose staff that will accurately represent you and your company
- Try having two people man your booth - not only to relieve one another, but also to double your exposure and opportunities
- Try not to make interested guests wait, at least acknowledge that their queries will be addressed next
- If you have two reps, have one sales rep behind the exhibit table and the second rep to the side or working the aisle as guests approach; two reps behind the table can be intimidating and it is always preferable to have both in front of the table instead.
- Try not to sit too much at your table, be out in front, interacting with & engaging the attendees.
- Concentrate on those you don't know – quickly acknowledge friends and acquaintances but those you don't know are potential NEW clients
- Remember that other exhibitors are potential customers too
- Always be aware of people surrounding you
- Use the time spent in food and beverage lines to talk to people
- Prepare yourself and your staff, tell them what message you are trying to convey
- Try to use open ended questions instead of 'yes or no' questions - i.e. "What have you heard about my company?"
- Make eye contact as guests approach your exhibit table
- Wear your name tag on your right as you shake with your right hand your right side of your body is put forward
- Look at their card and then give eye contact
- Avoid writing on their business cards - some may consider it rude
- Keep business cards handy on the table and loose in your pocket; make sure you bring plenty
- Be ready with a quick eight to ten word description of your business, one that will hook potential customers

- Try to figure out what it is in your product that a potential client views as a benefit - you will not sell them on something that isn't important to them
- Always try to get their contact information and tell them when you are planning on following up with them.
- Rehearse your questions and be prepared to answer questions; if you or your staff cannot supply them with an answer have a mechanism in place to follow up with them.
- Know as much as you can about the show. Take little walks around, know where the food, washrooms, and any attractions are- this will make you look helpful.
- Sign off to the occasional person who may be taking excessive amounts of your time.
- Try to have something in your hand if you find it difficult to keep your hands out of your pockets (i.e. Glasses, pens, etc.)
- People like to talk about themselves, steer them into giving you information about their interest in your product so you can take an appropriate approach to selling

### **PERSONAL APPEARANCE AND APPROACHABILITY:**

- Dress the part – project and reflect the area or industry that you are involved in
- Be aware of your body language, watch your posture and facial expressions
- Try to relax the customer with your body language
- Clothing – sensible and appropriate for your industry and comfortable for a full day of wear.
- Bring two pairs of shoes, your initial pair and a more comfortable pair for later
- Try not to drink coffee as it promotes perspiration
- Try to avoid smoking - cigarette smoke lingers in clothing, hair and skin
- Practice standing at your desk, you will be on your feet for a number of hours
- Don't give people a reason to not do business with you

- o If you are uncomfortable with your clothes or shoes, it will show in your body language and energy level!

**And lastly but most importantly –  
Plan ahead, have fun and get the most out of  
it!**