Tips for Exhibitors

By Skyline Exhibits & Events

Exhibiting in tradeshows provide face time with potential clients with the opportunity to gain exposure, build credibility and find new prospects. Use the Exhibit display to provide a quick glimpse of what your company has to offer. A trade show display or exhibit is a serious representation of your company's brands and business philosophy. Below are some tips to remember.

1. **Know why you’re attending the show**: At the end of the day, what would "success" actually look like? What things would have had to happen that would make you think this event was a good one? Experience has shown that there are four areas that serve as the cornerstones for nearly all show objectives - increasing sales and reinforcing market share, increasing share of customers and getting current customers to buy more, introducing new products and positioning/repositioning your organization, its brand and products.
2. **Choose the best booth for YOU**: Take time to consider booth possibilities and what will be the best position for you. Consider things such as proximity to food vendors, bathrooms, entrance/exit, traffic flow, sight obstacles, etc.
3. **Take pride in your booth:** When attendees visit your booth it should be clear who you are and what you do, your booth is a reflection of your company. Go for impact over information, it has been proven that big, bold images and concise copy rules the show floor. Make sure your booth attracts attendees and answers basic questions about your company.
4. **Be Consistent:** Your exhibit conveys your company's personality and enhances your brand. Be sure to stay consistent with your marketing. The message your organization advertises in your office, in advertisements and to customers should be followed through in your booth.
5. **Don’t just send any staff member to your booth:** Remember to choose staff to work a trade show who are outgoing, pleasant and charismatic. At a trade show they are the face of your company! They need to assert themselves (in a sometimes overwhelming environment) to make contact and smile and draw out information. Also remember to give staff member breaks to stay fresh during the show.
6. **Booths should function like a satellite office:** The exhibit is your office away from the office- as visitors see your environment; they see your company and make a judgment as to whether they want to do business with you.
7. **Follow up on leads:** This may sounds like common sense but statistics show that 80% of leads gathered are not followed up on due to insufficient information. Be sure to encourage your staff to take good notes about the leads and/or create a system for processing leads.