

The Do's & Don'ts of Exhibiting

Listed by the National Tradeshow Association

Do:

- 1. Do Your Research**
Understand the needs of the audience your addressing.
- 2. Create an Information Package**
On that is appropriate to the events audience.
- 3. Bring Your Friendliest Employees.**
You want high-energy, happy people in your booth. They must be well-groomed and attentive. Not sitting, talking with each other or on the cell phone.
- 4. Your staff sell the products**
They must be prepared to present information and sell onsite. Keep in mind that the event does not sell your products for you, it just brings in the visitors.
- 5. Create a great exhibit.**
Be creative because the booth space represents your company's vision. Bring pictures, banners and signs. Use carpet, table clothes, couches and pop-up tents.
- 6. Bring a clever giveaway.**
The better the giveaway, the more people will want to stop at your booth to get one. Every vendor has candy.
- 7. Walk the floor.**
Make contacts with the other vendors. They can become new customers or know new customers.



Don't:

- 1. Don't Leave Your Exhibit Design to the Last Minute**
Planning your booth in plenty of time before show time avoids many mistakes that occur under time pressures.
- 2. Don't have a Dull Exhibit**
The purpose of your exhibit is to attract visitors so that they can buy your products and services. Make it an open, welcoming and friendly space. Very few visitors will take the time to read, so remember that pictures say a thousand words.
- 3. Don't Wait for Questions**
Enormous time and money are put into organizing show participation and too many company representatives just sit behind a table and wait for visitors to approach their booths. Put the table in the back of the booth, get out front and greet your guests. Ask passing visitors to come over and view your company's products or services.
- 4. Don't Offer Too Much Information**
Often staff members feel compelled to give the visitor as much information as possible. They fail to ask the visitor about their needs. They lack questioning skills and often miss important qualifying information.
- 5. Don't Overcrowd the Exhibit with too Many People**
Companies often send too many representatives to events and it intimidates the visitors. Assign minimal representatives to avoid them fumbling around the booth.
- 6. Don't Send the Wrong Representatives**
Your reps are your ambassadors, so choose them well. Make sure they understand what the goals of the event are. Make sure that they sell instead of tell. Close every interaction with a commitment to follow-up.
- 7. Don't Wait Too Long to Follow Up**
The longer leads are unattended, the colder they become. Follow-up immediately and measure your results.



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