

How to get the most from your EXPO participation.

GOALS OF THE SHOW

1. What do you expect from the show? Enhance company image? Introduce a new product or service?
2. Set one or two specific goals and ways to measure those goals.
3. Measure the results like you would for any other form of advertising. Sending out press releases or invitations for customers to attend. Post the show dates & times in your store and on your website.
4. Offer promotions or sales for all contacts you meet during the show. Be sure to advertise these items.

DESIGNING YOUR BOOTH

1. Be creative in displaying your product or service. You only have a few seconds to get the customers attention.
2. Make sure it is clear what your company has to offer.
3. Eliminate barriers that make it difficult for customers to enter your booth. Tables and chairs across the front of your booth will make the customer feel uninvited and make you unapproachable.
4. Make sure you provide adequate lighting. Don't depend on the overhead lighting.
5. Signs should be professional and should be placed where they can easily be seen, preferably where they can be seen from more than one direction.
6. Use operating products or have ongoing demonstrations. People like to get involved.
7. Plan your booth for traffic flow. All flooring placed in booth must be secured with gaff tape to avoid trip hazards. (Tape is available at most theatrical or prop stores.)
8. Include plants, flowers and accessories. Make the customer feel invited.
9. You must refrain from loud noises and actions that may deter from the surrounding booths and overall show.

DRAWINGS AND GIVEAWAYS

1. If you choose to have giveaways and drawings, make them relate to your business.
2. Design drawing entry forms carefully so that you get information from your entrants that will "qualify" the entries. Make sure your company name is on the entry form.
3. Plan the location of the drawing box so you have an opportunity to talk with your prospects, not where they must stand in the aisle to fill out the form.
4. Decide how you intend to follow up on leads (this will help in designing your entry form).
5. Post rules of the drawing carefully! (You are responsible for all aspects of your drawing/giveaways.) Be sure that the customer is aware of all rules, times and exactly what they will receive from the drawing.

STAFFING YOUR BOOTH

1. Train your staff and make sure they know the goals for the show.
2. Schedule short shifts where possible.
3. Dress professionally; appropriate to your business. Wear comfortable shoes.
4. Smoking, eating and drinking should be done in designated areas, not in your booth.
5. Stay on your feet. Customers tend to feel they are "bothering" you if you are sitting down as they approach.
6. Make sure your staff has name tags that clearly identify your company.
7. Don't leave your booth unmanned. If two representatives are manning the booth – try to keep conversations to a minimum. Customers should not have to interrupt in order for you to tell them about your products or services.