

HOW TO HAVE A SUCCESSFUL BOOTH AT A TRADE SHOW OR EVENT

- Arrive at your show in plenty of time to set up your booth. Make sure you have all of your material and displays finished and ready to display. That way you are not hurried and have time to relax a few minutes before the show begins. You do not want to look or feel in disarray before potential clients begin to enter your booth. You want to look calm and eager to talk about your product or service.
- Create an attractive booth with purchased, rented or created displays. Your display does not have to be elaborate but it should look professional. Set your booth up so that a potential client has to come into your booth, and looks inviting. Hire a photographer and graphic designer to assist you in developing your display if necessary. **A display that allows booth visitors to interact with your products or services and learn more about them will provide a natural draw to the show attendees.** In addition, have candy or snack food available in your booth to attract visitors.
- Distribute printed company materials to visitors in your booth. Offer product samples to potential customers, if financially feasible. Chat with each visitor who enters your booth and ask him about his business. Your initial conversation will tell you if the visitor is truly a potential customer. Create a show special, such as free shipping or 25 percent off show orders, and hand out coupons that extend the deadline for the show special for at least 30 days.
- Rotate booth duty with an employee or friend. Never attend a trade show alone because you need a break to eat, rest and walk the halls of the show visiting other companies and meeting new contacts. Carry business cards with you to pass out in the halls and invite everyone you meet to visit your booth.
- Create a list of your thoughts about the show and booth display immediately after the show concludes. Use these ideas to enhance your booth display and messaging for the next trade show. Create a folder for each show and keep a copy of your notes, printed materials, and photos of your display so that you can refer to the information when preparing for the next trade show.
- Follow up with everyone you meet after the show. A stunning trade show booth will not sell the company without your ability to follow up and make a lasting connection.

Tips & Warnings

- Choose a booth location away from companies with similar products or services.
- Do not sit in a chair at the back of a booth looking uninterested. Stand at the front of your booth and greet each person that comes by. If you must sit, place a tall stool at the front of your booth. That way you don't look too comfortable, and willing to interact with potential clients.
- Put your tables to the back or side of your booth, so the potential client has to walk into your booth to see your wares, pictures or get information. That way you have a better opportunity to talk with them.
- Never eat in your booth because it looks unprofessional.