



9 Steps to Stand Out and Be Remembered at Your Next Show!

Differentiate your exhibit from the competition and increase recall with the following 9 step process.

To say competition for the time and attention of attendees is fierce is an understatement. Not only do you have to get noticed, but when you succeed your exhibit and staff must deliver on the promise of memorable interaction with your target audience. Remember, the average attendee only stops at 26-31 exhibits and if you ask which they recall later, the number is considerably less. Use these proven methods to succeed at attracting an audience and increasing booth recall at your next show.

EXHIBIT PRESENTATION

Demand Attention

- Creative and unique exhibit displays, props, properties
- Attract attention with high visibility activities and compelling information
- Apply eye-catching colors, AV, dramatic lights and motion
- Showcase what's NEW, special offers, promotions

Communicate Quickly/ Effectively with the Audience

- Establish who you are
- Tell them what you sell
- Convey what you can do for them
- Tell them why they should care
- Customize your message to target attendees

Make Your Exhibit Easy to Enter

- Remove obstacles blocking the entrance: tables, chairs, counter, displays, staff on the carpet line
- Be a good host, hostess, invite the attendee in
- Continue your conversation inside, not outside your exhibit

PRODUCT/SERVICE PRESENTATION

Activity Equals Attention, Interaction & Retention

- Get them to see and do something in the booth. Involve the senses if possible
- Make the interaction educational and enjoyable
- Learn more about the attendee in the process

Pay Attention to Product/ Service Communications

- Support key products/services with consistent visuals
- Combine static and interactive AV
- Communicate product/service feature/benefits
- Make it easy for attendees to learn

Reinforce What They Learned About You!

- Have brochures on hand if they want it now. Use QR codes or electronic information kiosks
- Document visitors and deliver on promises
- Address attendees needs promptly/ accurately

BOOTH STAFF

Have Sufficient, Informed & Visible Staff On Hand

- Need 1 staffer/50 sq. ft. of booth space
- When busiest, have extra reps available to help
- Consistent apparel, buttons, boutonnieres, identify staff to attendees

Body Language Can Project the Right Image/Message

- Encourage staff to smile and greet, use open stances
- Be sure reps look and act like they want to help
- For larger exhibits, keep staff placed at all areas around your exhibit

Avoid Common and Costly Staff Behaviors

- Texting, cell phone calls, working on iPads or computers
- Sitting, leaning, eating, drinking
- Body language; hands in pockets, on hips, folded arms, fig leaves
- Congregating, talking to other staffers

Be sure to visit the Exhibitor Education Center to gain more valuable insights to improve your exhibiting program.