

DARWIN EVENT GROUP

10 Tips for a Successful Show

Courtesy of The Exhibit Specialists – www.siskindtraining.com

1. **Focused Objectives**

Don't fall victim to the common show fallacy that your booth can be everything to everyone. It all starts with having a focused objective – the one or two results that will justify your show participation.

2. **Choose the right show**

Every show attracts a different group of attendees. The attendees should match the profile of your prospective customer as closely as possible. The trick is to choose shows that provide quality rather than sheer quantity.

3. **Pre-show promotion**

The show promotion that your show manager conducts will bring qualified prospects to the door. Your promotion will bring them to your booth. Don't ignore this crucial element to your success.

4. **Well trained booth staff**

Working a show presents a unique set of challenges to booth staff. Ensure that you have taken the time to acquaint them with the skills they need to make this show really pay off.

5. **Effective follow-up plans**

When the show is over your real job begins, and it has to happen as quickly as possible. In order to make sure your leads turn into business, your follow-up plans should be finalized long before the show starts.

6. **Reasonable staff schedule**

Working a booth can be grueling. In order to ensure that your staff are at their best, regular scheduled breaks are necessary. Every 3-4 hours is the ideal length of time to spend at a booth before a break is needed.

7. **Proper booth signs and graphics**

Attendees quickly get overloaded with information. Signs and graphics that are vague and difficult to understand, add to the confusion in the prospect's mind.

8. **Good informative literature**

It seems like everyone wants your brochures. In order to ensure they are read, have fewer brochures to give out. Take the names of those who are really interested and mail to them after the show.

9. **Take advantage of the hidden opportunities**

Lots of business comes from your booth but there is more to a show. To take advantage of other networking opportunities check your show schedule and plan to participate in as many as possible.

10. **Have fun**

Trade shows can be exciting, challenging and fun. If you approach your show with this attitude, your positive outlook will rub off on the attendees.