Tools for Tradeshow Success

PROPER EXHIBITOR ETIQUETTE KEEPS YOUR COMPANY PROFESSIONAL

I bet nobody told you there are rules of etiquette that govern the tradeshow floor. .
Sometimes we have to go back to the basics and take inventory of our presentation and attitude when we exhibit. Adhering to these simple do's and don'ts will result in a better impression of your exhibit staff by the attendees. Upon reviewing them, they may seem like common sense considerations everyone should be familiar with. Unfortunately, you will find numerous infractions at every event. Think about how many times you have witnessed them, or worse yet, committed these blunders. The overall image of your company and staff will benefit greatly if you avoid these infractions at your next tradeshow or event. Use these suggestions as a guideline for your booth staff.

Don't sit down. Always be up and ready to meet the prospect and make eye contact. Take the chairs out of the booth altogether. If someone needs to take a break, let them leave the booth.

Don't leave the booth unattended. If you must leave on a break, put a note on the table stating the time you will return.

Don't talk excessively to colleagues. A prospect is not likely to interrupt your conversation for information. Limit the chatter with other staff members to times when prospects are not in view.

Don't eat or drink at the booth. Glasses of soda and plates of food on the front counter look tacky and unprofessional. So do you with a mouthful of food. Step away for a few minutes to enjoy your snack and hide drinks from customers.

Don't knock the competition. Always sell your product or service on its own merits.
Today's savvy consumers resent negative attacks on competition and want you to sell them on your benefits.

Don't act or speak negatively. When a show is going poorly we look for something to blame. Negative comments are unproductive. Instead, evaluate the cause and how it could be improved. Watch your body language.

Don't monopolize your neighbor. Sharing ideas and meeting new people is part of the fun of exhibiting, but the first priority is to sell your business. Remember to excuse yourself from conversations with your booth neighbor when a client approaches.

Do set up early. Prevent problems and give yourself enough time to get ready to meet the public. Arriving early gives you time to check out the other exhibits before the show opens.

Do wear comfortable shoes. This simple suggestion will save you hours of pain.

Do inventory. Save yourself the panic of running out of important items. At the end of every day take note of what products, selling supplies, hand-outs and give-a-ways you will need to restock for the next day.

Do come prepared. Make sure you know what your competition will be doing at the show, have superior product knowledge and an update on all pricing for your business.

Do keep the display neat. Empty the garbage, straighten the products, and keep purses and briefcases out of site.

Do smile a lot. Greet everyone warmly. Make eye contact and be approachable. Have some fun, while you're at it and I hope all your tradeshows are terrific!

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