

9 STEPS TO STAND OUT AND BE REMEMBERED AT YOUR NEXT SHOW!



Differentiate your exhibit from the competition, drive more traffic, and increase recall with these 9 steps!

To say competition for the time and attention of attendees is fierce is an understatement. Not only do you have to get noticed, but to succeed, your exhibit and staff must deliver a memorable interaction with your target audience. Remember, the average attendee only stops at 26-31 exhibits on average, 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 impact and recall at your next show.

EXHIBIT PRESENTATION **Make Your Exhibit Communicate Quickly/ Demand Attention Effectively With the Audience Easy to Enter** • Establish who you are - use your Creative and unique exhibit Remove obstacles blocking the logo and company branding entrance: tables, chairs, counter, displays, props, properties displays, staff on the carpet line (materials, shape, size, etc.) • Tell them what you sell • Have enough space for attendees -• Attract attention with high visibility • Convey what you can do for them don't put too much into your activities and compelling and why they should care exhibit information • Tell them what they'll LEARN, • Apply eye-catching colors, AV, • Be a good host or hostess and GAIN, SAVE, AVOID by stopping dramatic lights and motion invite attendees in • Customize your message to your Continue your conversation inside, • Showcase what's NEW, special target attendees offers, promotions and demos not outside your exhibit **PRODUCT/SERVICE PRESENTATION Activity Equals Attention**, **Pay Attention to Product/ Reinforce What They Interaction & Retention Service Communications Learned About You!** • Try to find a fun, unique and • Support key products/services with Have brochures on hand if they engaging way to recreate a field based or real world application

- Show them how to use your product/service
- Get attendees to do something in the booth. Involve as many senses as possible
- Make the interaction educational and enjoyable

- consistent visuals. Should be visible, bulleted, key points
- Combine static and interactive AV
- Communicate product/service feature/benefits
- Make it easy for attendees to learn: use signage, flat panel monitors with PowerPoint or video
- want it now. Use QR codes, USB drives, or electronic information kiosks
- · Document visitors, deliver on promises. Plan how you'll follow-up before the show starts
- Address attendees' needs promptly/accurately

Have Sufficient, Informed & Visible Staff on Hand

- Rule of thumb: 1 staffer per 50 sq. ft. of booth space. Too many block graphics and cause attendees to avoid
- Hold a pre-show meeting train on interaction skills, products, offers, lead capture
- Consistent apparel, buttons, badges to identify staff to attendees

BOOTH STAFF

Body Language Can Project the Right Image/Message

- Encourage staff to smile and greet, use open body postures
- Stand in the exhibit, a couple feet off carpet line
- Be sure staff looks and acts like they want to be there and 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 leafs
- Congregating, talking to other staffers
- Don't pre-judge visitors by appearance