



## Top Ten Tips for a Terrific Show

### **Plan Ahead**

Prepare for every event well in advance. Order show services and schedule shipping early. Evaluate display properties for damage. Attention to details will eliminate headaches and save you time and money

### **Set Objectives**

Know what you want to accomplish at the show. Create a list of goals with the staff. Make expectations clear. Reward exceptional productivity.

### **Design a Dynamic Display**

Image is everything. You have only seconds to attract attention. Increase visibility by coordinating every display element around a clever theme.

### **Go for the “Wow” Factor**

Create a marketing message with impact. Incorporate large, eye-catching pictures and vibrant colors. Keep wording succinct. Sell benefits.

### **Project a Positive Image**

First impressions are critical. Every display element must reflect your company professionalism, personality, integrity and style.

### **Train your Staff**

80% of attendees base their opinion of your company on the actions of the employees at your booth. Prepare your people.

### **Develop a Sales Strategy**

Script a presentation that engages the prospect, qualifies their interest, explains how you will help them and why you are the best choice. Make sure it accomplishes your goal. Write your strategy down and require the staff to memorize and use it consistently.

### **Follow Up Effectively**

Contact all leads within one week. Phone, fax, email or mail information that solicits a sale, appointment or interview. Include a deadline or call to action.

### **Exude Enthusiasm**

Nothing makes a more memorable impression than happy, smiling employees eager to assist inquisitive prospects.



## **Factor in Fun**

Loosen up. Don't be too conservative. Show attendees want to be entertained as well as informed. Successful exhibitors combine the two.