






2011 BUSINESS EXPO


EXHIBITING TIPS


GET THE MOST OUT OF YOUR EXPO PARTICIPATION!


Tradeshows are the most efficient way to meet, engage and entice sales prospects, and the most cost-effective way to close sales.

The following tips may sound all too obvious but are sometimes ignored by companies exhibiting at events resulting in disappointment and wasted opportunity, cost and effort.


-  Prior to the show, send out promotional literature to your clients and vendors as well as prospects.
-  Adequate staffing of the booth is important. You don't want prospects walking by because there's no one available to speak with; nor do you want too many sales people standing around looking bored or talking to each other.
-  Don't have booth staff sit down, especially behind a table-it looks unprofessional and not very inviting.
-  Don't present an unprofessional appearance by eating, drinking or having a messy booth area. If your booth looks sloppy, what kind of impression will that leave with potential customers?
-  Give your staff specific goals, such as a certain number of contacts or leads. This gives them something tangible to strive for.


 The first thing reps usually do is look immediately at the visitor's name tag to determine who the person is and whether the person holds a decision making position. Make eye contact first, introduce yourself and then look at the person's tag.

 Exhibitors will usually stack hordes of brochures on the table and attendees will walk by freely grabbing brochures and then dashing away. Display only one or two copies to create a request from the visitor.

 Dr. Allen Konopacki, author of *Winning Strategies for Successful Exhibiting*, surveyed 178 trade show attendees and found that 52% were more likely to stop by an exhibit that provided a giveaway or premium. Giveaways help increase the sales interaction and memorability of an exhibit.

 Display only one giveaway. It creates interest but reduces the grab-and-run effect and discourages bag-stuffers.

 Dr. Konopacki interviewed 50 attendees and surveyed 250 salespeople and found that 30 minutes before closing time excellent prospects are still cruising the aisles. Avoid packing up your exhibit until the very end of the expo.

 Immediately upon returning from the expo, send follow-up correspondence to those potential clients. The most common error made by exhibitors is failure to follow up with their potential leads in a timely manner.