

WINNING STRATEGIES FOR SUCCESSFUL EXHIBITING

by Dr. Allen Konopacki

12 TIPS FOR TRADE SHOW SUCCESS

1. **First start with a goal.** Each booth staffer can plan to talk with ten people per hour. Work from there and estimate how many turn into leads, then prospects, then into orders.
2. **Pre-show promotion is a must.** 33% of attendees visit an exhibit because they received an invitation or promotional mailing. Mail invitations 12 weeks prior to the show date.
3. **Think of your booth backdrop as a billboard.** Use bright colors. More important than your company name or product is a sign with a "BENEFIT". Example "5 Ways to Sell More ..."
4. **Staff your booth with your most knowledgeable, enthusiastic personnel.** "Research has identified that 60% of the Buyer's decision is based upon the quality of assistance received at an exhibit."
5. **Greet people with a handshake.** Only 8% of Exhibitors do. And 71% of attendees say they felt they received more personal attention from salespeople who greeted them with a handshake.
6. **Don't ask the trite, "May I help you?" Instead soften it with.** "Thanks for stopping by! What prompted your interest in our exhibit?" open-ended questions start the flow of conversation.
7. **Take notes when talking to your "guest".** It shows you are genuinely interested.
8. **Arrive early and stay late.** The last hour of the day is "the golden hour of opportunity". When other Exhibitors are closing, the savvy Exhibitor will meet with the serious Buyers who have procrastinated in making a decision.
9. **Use handouts sparingly and think SMALL.** Attendees do not want to carry a lot of bulky material back the office. "One-page brochures handed out are more likely to be taken back to the office".
10. **Showcase a NEW product with a sign.** The word NEW will attract your viewer.
11. **Watch your body language.** Don't stand with your hands in your pockets or with your arms folded. Always hold something in your hands.
12. **66% of what you hear is forgotten in one day.** Add notes to the best leads to improve follow-up after the show.

Allen Konopacki is president of the Chicago-based Incomm International; a trade show research and sales training centre.

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