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

Demand Attention

- Creative and unique exhibit displays, props, properties (materials, shape, size, etc.)
- Attract attention with high visibility activities and compelling information
- Apply eye-catching colors, AV, dramatic lights and motion
- Showcase what's NEW, special offers, promotions and demos

Communicate Quickly/ Effectively With the Audience

- Establish who you are – use your logo and company branding
- Tell them what you sell
- Convey what you can do for them and why they should care
- Tell them what they'll LEARN, GAIN, SAVE, AVOID by stopping
- Customize your message to your target attendees

Make Your Exhibit Easy to Enter

- Remove obstacles blocking the entrance: tables, chairs, counter, displays, staff on the carpet line
- Have enough space for attendees – don't put too much into your exhibit
- Be a good host or hostess and invite attendees in
- Continue your conversation inside, not outside your exhibit

PRODUCT/SERVICE PRESENTATION

Activity Equals Attention, Interaction & Retention

- Try to find a fun, unique and 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

Pay Attention to Product/ Service Communications

- Support key products/services with 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

Reinforce What They Learned About You!

- Have brochures on hand if they 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

BOOTH STAFF

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

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

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