The Do's & Don'ts of Exhibiting

Do:

1. **Select a front location**
   Being located in the front is advantageous; attendees are the most fresh when first entering the event.

2. **Create a great exhibit.**
   Your booth space represents your company. Make sure it represents what your vision stands for.

3. **Understand the needs of the audience**
   Every event has a different audience with different needs.

4. **Create a specialized information package**
   One that speaks to the needs of the event's audience.

5. **Bring a clever giveaway**.
   The better the giveaway, the more people will stop at your space. Every vendor offers candy.

6. **Bring your friendliest employees.**
   You want high-energy, happy people in your event space. They must be attentive and well-grommed. Not sitting at your space talking amongst each other or using their cell phones.

7. **Be prepared to sell your products and services**
   Your staff must be prepared to sell your products and services onsite. The event brings the visitors to your space, but cannot sell your products and services for you.

8. **Walk the event**.
   Make contacts with the other vendors. They can become new customers or know new customers.

Don't:

1. **Don't wait to the last minute to get involved in an event.**
   The best spaces sell first. If you wait to long to get involved, your company ends up in the less desirable spaces.

2. **Don't have a dull exhibit**
   The purpose of your space is to attract visitors, so make it an open, welcoming and friendly space. Very few visitors will take the time to read, so remember that pictures say a thousand words.

3. **Don't wait for questions**
   Too many company representatives sit behind a table and wait for visitors to ask questions. Push the table in the back, get out in front and greet your guests. Ask passing visitors to come over and view your company's products or services.

4. **Don't offer too much information**
   Often staff members feel compelled to give the visitor as much information as possible. They fail to ask the visitor what their needs are and how your products can help.

5. **Don't overcrowd the exhibit with too many people**
   Companies often send too many representatives to events and it intimidates the visitors. Assign minimal representatives to avoid them fumbling around the booth.

6. **Don't send the wrong representatives**
   Your reps are your ambassadors, so choose them well. Make sure they understand what the goals of the event are. Close every interaction with a commitment to follow-up.

7. **Don't wait too long to follow up**
   The longer leads are unattended, the colder they become. Follow-up immediately.

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