

HOW TO GET THE MOST FROM YOUR EXHIBITING STAND

- Plan ahead: make sure all of your staff are aware of the timings and their responsibilities for the day.
- Entertainment. It could be a competition, a simulator or even a celebrity! Entertaining your visitors is a sure-fire way of gaining initial attention.
- Coffee / refreshments. It may sound obvious but it does work; sweets, chocolates and other treats are a great way to encourage people to your stand.
- Engaging, well trained staff who see the value in the event and are knowledgeable - the right body language (no crossed arms or mobile phones out!) and a smile can make all the difference – followed up with a good quality conversation will leave a lasting impression.
- Approach passers-by with an open question such as ‘Hi, what brings you to the show today?’ to initiate a conversation in a laid back way.
- Videos – in case your stand staff are otherwise engaged, a video is a good way to get attention and provide information on your company – include a call to action such as ‘leave your business card to receive a free XYZ
- Use social media - visitors can engage before, during and after the event.
- Promote yourselves in the run up to the event so the audience know who you are and why they should speak to you while they are there.
- Giveaways – do something different to what people expect – something people will remember.
- Use tablets. People are more likely to interact with you than if you have formal paper forms.
- Follow up within a few days and tailor / personalise the contact.

Exhibitions are a big investment, but done right they can deliver huge rewards.