



EXHIBITOR TIPS



Here are what the experts say about how you can get the best bang for your buck from a trade show. We all display our products and services for the opportunity to gain more business — using some of these practices may help give you the results you are looking for:

SALES

- Your booth is your bait - Attract customers with an attractive booth, it is your first impression for potential customers.
- Three second rule - Your primary signage should tell 3 things in 3 seconds: #1 Company Name/Logo #2 What your company does #3 Benefit of your product/service
- Secondary signage should expand product line, product benefits and services, and establish your credentials. Larger poster board pictures, 2-3 that show some of your work is sufficient.
- Sell benefits, not just your product.
- Have professional attractive signage — no red letters.
- Don't barricade your exhibit with tables — allow flow in/out of your booth.
- Have some greenery.
- Find ways to involve people who visit your booth.
- Cover pipe and drape if possible with backdrop.
- Use stools if you need to sit (no chairs).
- Videos screens should be a minimum of 5' high for visuals.
- Ask short open ended questions, then LISTEN...-What brings you to the show? Thank you for stopping - How are you familiar with our company? Tell me about your project...
- First 20-seconds is you talking, the next 40-seconds is them talking. Pursue any part of the discussion that gets your prospect to detail their specific needs, problems, concerns, frustrations, hope or future project plans. Keep it casual — qualify potential customers and move on to the next prospect.

PRE-SHOW MEETING

Reiterate goals to staff “This is why we exhibit and this is what we intend to do”, Schedule staff, discuss common questions/problems, nail down pricing and be consistent, handle leads accordingly.

BODY LANGUAGE

- Face traffic, smile and make eye contact
- Hands in front or behind you — not in pockets or arms crossed.

CREATE MORE TRAFFIC

- Gear your business contact to show promotion — “See us at the show.”
- Send invitations to prospects & past customers/call and invite customers and prospects.
- Offer a service/discount/special demo/gift.

DEAL KILLERS

- Ignoring customers
- Poor product knowledge
- Eating in your booth
- Hands in pockets
- Using cell phone in booth
- Gum chewing/Continuous coughing/Bad breath

LEADS

Try to set appointments on the spot and follow up ASAP after the show.

GIVEAWAYS

Should be related to what you do.

SHOW SURVIVAL KIT

Hammer, tape, scissors, cleaning supplies, breath mints, Tylenol, comfortable padded shoes.

EVALUATE AFTER THE SHOW

Results should not be gauged in 1 year. You should gauge your results after 3-years — what worked, what did not work, was your booth functional... Learn from your fellow exhibitor booths to improve what you are doing. Many exhibitors report getting sales from 6-18 months after the show. Hopefully you can plant some seeds for future business also.

BOOTH RESOURCES

ALL STAR RENTAL- Dean Anderson 784-0574

PRINT-TECH- Print Materials Hillary Bennett 734-996-2345 x227

DIGITAL ARTS & DESIGN — Banners/Signs/ Booth/Displays
Susie Mulvaney 517-414-0444

EBAY.COM search “booth display” for some great deals on used booth displays.

PROMOTE THE SHOW

Please help promote the show via social media! Be sure to “Like” and “Share” our posts from Facebook: [facebook.com/HBAofJackson/](https://www.facebook.com/HBAofJackson/) and tag the HBAJ in your social media posts about the show so we can like and share them!

THANK YOU! for your participation. Our focus is to provide a great show for exhibitors. Please complete the survey (sent after the show) and give us feedback for future shows. Any suggestions to improve the show are appreciated. If you would like to be a part of our planning committee for next year's show please contact HBAJ Executive Officer, Susie Mulvaney at 517-783-4800.

For Current Home Show Info Visit: JacksonHomeShow.com