



Tips for a Great Booth

1 Pre-Plan

Remember, this is a great opportunity to showcase your business. Make sure you spend a little time planning to make your booth appear attractive to attendees. Clear messaging and signage are a must. When displaying products or information, use different levels to give visual interest and to help visitors see everything easily.

2 Partner Up

If you know of a complementary business to yours who may also be participating, consider partnering with them. In addition to doubling your booth staff, this strategy is more likely to double your visitors.

3 Be Approachable

Make sure you (or anyone working your booth) is smiling, has their phone put away, and is willing to start conversations.

4 Consider Visible Giveaways

If you're having a giveaway (promotional products are common at exhibits), consider something that is easily visible, can't be tucked away into a bag or pocket, or that visitors will want to use right away. Plus, these are great conversation starters for attendees with your business inserted into the conversation! No promotional products? No problem! Warm cookies or other unique refreshments can also be a great draw.

5 Show Special

Give attendees a reason to stop by your booth and make a quicker purchase decision by offering a show special - a discount on a specific product or service offered only to those who are attending.

6 Follow Up

The best way to get your full return on investment in a booth is to ensure you have a plan and a process to follow-up with attendees quickly. Waiting a day is typical, waiting longer than a week to reach out is too long.