



Tips for a Great Booth

- Train your booth staff on your products and services. Unknowledgeable staff is unprofessional.
- Less is more in display design. You are not creating a museum exhibit; you are creating a trade show display. There is only a few seconds to grab the attention of potential leads, so make your graphics simple and powerful.
- Make sure to read the guidelines for booths for the specific show.
- The key elements of your show display should be your company name, logo, and a few key pieces of information that you want them to remember. Attendees will be walking past hundreds or even thousands of booths at your show, so make sure your booth makes an impact quickly.
- Make sure that your company's name and logo can be clearly seen on all gifts.
- Bring lots of business cards, brochures, magnets, pens, etc. and be sure to display them so they can easily be seen and are easy for people to grab.
- Gift certificates and coupons are also great things to give away at a show. If people know that they have a discount when buying your product, they will be more likely to buy from you rather than from a competitor. This gives you a chance to prove to the potential customer how useful your company's products and services are, and once you have proven this, they will be apt to return.
- A raffle is another great idea for a show giveaway. Similar to a gift certificate, a raffle has the allure of winning something useful. Whatever you decide to raffle off, make sure that it compliments your business and appeals to everyone. Have people write down their contact information or drop a business card into a bowl or gift bag. While a raffle helps you draw attention to your table, it also allows you to gain the contact information of everyone interested. Keep this information so you can get in touch with them after the show.

- Show giveaways are essential to helping people to remember your business. In addition to your giveaways, you must ensure that people remember you too. Look presentable, be friendly and approachable. Smile and say hello to everyone you make eye contact with. Be prepared to start a conversation about your business and summarize the most commonly asked questions people might have. This way, you sound prepared and aren't as nervous selling your products / services. Whatever you chose to do, make sure that it's obvious you think your business is great because others will walk away thinking that it's great too!
- Each year you exhibit in the show, you should feature new products for your repeat customers. If that's not possible for your product line, consider at least significantly updating some of your current products and showcasing them, along with some updated marketing materials. Brainstorm ways to creatively update your show booth display without spending a lot of money on the updates.
- On your website's home page, list your upcoming show location and date, plus your booth number at the event.
- Dress up just slightly more than you expect the show attendees to dress. You'll appear professional without seeming unapproachable or out of touch.
- Create an open booth display. Make it a space people can enter comfortably without feeling trapped. If you set a table across the front of your booth and stand behind it, it's harder to draw customers in and involve them.
- Wear comfortable shoes so you can stand as much as possible at your booth. Rising out of a chair to greet visitors tends to scare them off, so being on your feet already when they approach is to your advantage. If you can't spend an entire day on your feet, a tall stool is better than a low chair.
- Keep your trade show booth display uncluttered so customers can focus on what's important - your product. When approaching your display, anyone should be able to discern immediately what your booth is promoting. No one is going to take the time to study it and guess, when there are lots of other booths to visit.

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