

If you've completed the first two exercises, you're on your way to a successful exhibit. You have at least three SMART goals backed up with written action plans and you created a plan to identify and attract enough of your ideal visitors.

Now it's time to give careful thought to...

CRITICAL SUCCESS FACTOR #3: MANAGE YOUR VISITORS' EXPERIENCE

Managing your visitor experience means carefully addressing three areas: 1) your exhibit, 2) your product/service presentation/demonstration, and 3) your exhibit staff.

1. Keys to a Successful Exhibit

Think of your exhibit like a billboard on a freeway. Attendees are driving down the aisle at 70 miles per hour. The first thing your exhibit must do is grab their attention and force them to look at it. Effective ways to make your exhibit more visible include using bold or brand colors in your exhibit property, carpet and images, using strong lighting to draw attention to product displays or imagery, large imagery that is relevant to the audience, using motion or things that blink or flash, and integrating technology such as flat panels, video walls and interactive touch screens.

Once they look, your exhibit must quickly and visually answer the questions of 1) what do you do?, 2) why should they care?, and 3) who are you? Next, your exhibit must be easy-to-enter, navigate, find what they are looking for, and exit. Finally, your exhibit should strongly reinforce your brand identity.

EXERCISE: *Set up or look at a picture of your exhibit and assess how well it's addressing these factors. If it's weak in any of these areas, consider making changes before the show.*

2. Keys to Successful Presentations and Demonstrations

CEIR research found the #1 way attendees want to engage with exhibits is through interactive presentations and demonstrations. Give very careful thought as to how you are displaying, presenting and distributing your samples, products and services. **Try making it as interactive as possible.** Show them, tell them, and get them to do something to create maximum impact. Be sure to reinforce your key takeaway messages with well-placed static and or A/V graphics.

EXERCISE: *Think through your product or service presentation with emphasis on multi-sensory interaction with visitors.*

3. Keys to Successful Exhibit Staffing

Your people will make or break your success at trade shows. Be sure to have enough staffing during all open exhibit hours. If you're in a medium or larger booth, make sure it is easy for visitors to identify who your staffers are. Have multiple types of staffers, including sales, marketing, technical, customer service, and executives. Be sure everyone looks and acts like they want to be there. Stand up, smile and engage visitors on the perimeter. Quickly welcome and engage visitors who enter your booth. Spend the first few minutes asking questions about the visitor; who they are, why they are visiting, and what prompted their interest in your

products/services. Avoid staff behavioral mistakes that reduce booth traffic like sitting, looking disinterested, talking with other staffers, texting or talking on cell phones, and eating or drinking in the booth.

EXERCISE: *Get your booth staff together and discuss your staffing game plan and the rules of effective exhibitorship before the show.*

To help you prepare, please be sure to read these educational materials on the Exhibitor Success & ROI Center:

- **Read:**

- Booth Location Blues
- So Why Should an Attendee Visit Your Booth?
- How to Design an Immersive In-Booth Visitor Experience
- How to Keep Booth Staffer Energy Up Over a Long Show
- Staffing for Success
- Trade Show Attendee Rules of Engagement

The Exhibitor Success & ROI Center is your one stop place to access critical knowledge tools and resources. Please be sure to visit and share the link with everyone involved with your exhibit program.



Got Questions About Completing this Exercise?

Email your questions to Jefferson Davis, Trade Show

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