

Tips for Exhibitors

Create Your Display

- **Catch Their Eye.** Decorate your display with signs, graphics or moving objects that will turn attendees' attention in the direction of your booth.
- **Differentiate.** Tell the visitors what makes you different or why they should buy from you. This message should be apparent to a visitor in a matter of 3 seconds.
- **Color Their World.** Be aware of the colors you use and the mood you hope to create. For example: Green=Nature; Red=Excitement; Yellow=Optimism; Black=Authority; White=Purity; Blue=Serenity.
- **Create A Path.** Design your booth so visitors can navigate without feeling crowded.
- **Make It Inviting.** Consider pushing the table and chairs to the back or sides of the booth to create room for discussion. Consider adding a plush carpet or a comfortable chair.
- **Encourage Questions.** Add some "Ask about..." signs to generate curiosity and conversation.

Develop A Theme

- **Tie It In.** This theme should relate to the message you are relaying to the attendees.
- **Keep It Simple.** Help the attendees easily determine your message so they don't feel overwhelmed with information.

Be Approachable

- **Don't Sit All Day.** This can give the impression you don't care about the attendees and you aren't excited about your own company. If you must sit, pull your chair to the front or side of the display.
- **Greet Everyone.** A simple "hello" as the attendees pass your booth could entice them to stop and peruse your material.
- **Smile.** Happiness and friendliness are contagious - as well as magnetic.

Top-of-Mind

- **Giveaways.** Consider offering a giveaway or promotional product that ties into your exhibit's theme or your product or service. The more functional the product, the more likely they will be to pick it up and keep it around their home or office.
- **Reading Material.** Make sure you have plenty of literature for attendees to take and review when they get home.
- **Make Their Follow-Up Easy.** Whatever you decide to give away, be sure it has your logo and contact information on it, so they can follow up with you at a later date. They may not require your product or service on the day of the EXPO, but when they do, they'll know where to turn.

Promote Your Product Or Service

- **Register To Win.** Offer a drawing at your booth that attendees can register to win. This not only draws people to your booth, but gives you their information for follow-up purposes.
- **Discount.** Offer a special EXPO rate or add-on bonus for EXPO attendees only. Include a deadline to create urgency.
- **Follow Up Promptly.** While the EXPO is fresh in their minds, follow up with those who voiced interest and those who entered your drawing.