

10 EASY WAY TO ATTRACT VISITORS TO YOUR BOOTH



01

IMPROVE YOUR LIGHTING

The human eye is naturally attracted to bright lights.

02

COLOR YOUR WORLD

Bright colors in high contrast will attract & excite visitors. Bright colors are pleasing to our eyes and exciting to our brains.

03

USE THE SOFT TOUCH

Upgrade to quality carpet. But match the color to the aisle carpet so there are no physical or psychological barriers to your booth.

04

CREATE AN OPEN ATMOSPHERE

Eliminate all other physical and psychological barriers to your booth by making it open and inviting.

05

MAKE SOMETHING MOVE

Activity attracts people's attentions and piques their curiosity. Be sure to involve your product physically or through a sales pitch or anecdote.

06

TICKLE THE SENSES

Put a drop of vanilla on a light bulb, rent baking equipment to warm brownies, or plug in a heated potpourri.

07

PERSONALIZE YOUR EXHIBIT

Decorate with items you plan to give to key client, all to attract attentions and initiated conversation.

08

INVENT A CORPORATE DRESS CODE

Have corporate attire even a simple accessory will let guests know whom to approach in your booth & elsewhere in the show.

09

GO HIGH-TECH

Use all the tools at your disposal to provide information to your clients and potential customers.

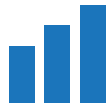
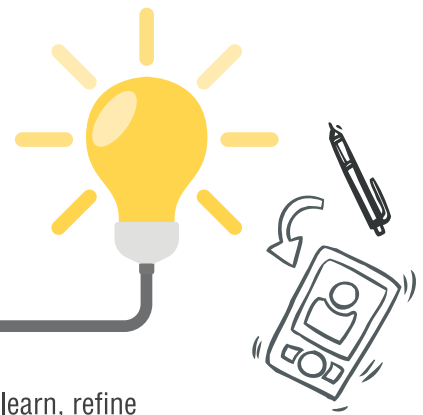
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STAFF YOUR BOOTH WITH THE BEST

You need people willing and able to initiate conversation with anyone, answer questions about your product, and record lead information.



10 TIPS FOR EXHIBITING SUCCESS GUIDANCE FOR ALL EXHIBITORS



01

Have realistic expectations

Every exhibition gives you the chance to learn, refine your strategy and increase your success the next time.



02

Track your budget

Set the right budget for exhibiting, cutting out unnecessary cost and getting the best financial return from each event.



03

Build a reliable 'events team'

Build a team of experienced, outgoing and customer-focused salespeople who become your representatives for trade show or event.



04

Take notes

Chat to your visitors to find out the challenges and problems they face, and feedbacks or demands on types of product they're looking for.



05

Invite existing customers and follow up every lead

Inform your existing customer that will be attending the event. Follow up with your customer with a simple courtesy thank you call or email.



06

Check out the competition

Check out your competitors on what are they up too, new invention and also ideas to help you improve your company and brand.



07

Go along to discussions, presentations & demonstrations

Sitting in on these can be invaluable in keeping up with and discovering the latest developments within your chosen field.



08

Stay current and stand out!

A well-designed, custom built or smart modular exhibition stand will go a long way to ensuring that you stand out from the crowd.



09

Build upon each exhibition experience

With each exhibition you should be able to learn a little more about what makes a show successful and profitable.



10

Work, rest and play

Make sure to take regular breaks, chat with colleagues and friends and take the occasional stroll around the show.

