

# 15 TIPS FOR MAXIMIZING YOUR PARTICIPATION

Quality exhibits attract quality audiences. Quality audiences generate quality sales! Boost your exhibit traffic and boost your results! No other form of advertising offers your customers the opportunity to see, touch, taste, feel and shop the way an exhibit does. Remember, you only have 5-7 seconds to catch a guest's attention. Make your first impression count!

*Below are guidelines and helpful hints to help you create an attractive, memorable and productive exhibit, and to ultimately drive traffic to your exhibit.*

1. Set goals. Preplan your exhibit for the best results. Scale out the space before arriving onsite, determine your physical needs, and determine the space you will need for demonstrations, customer interaction and sales. Then share your goals with your staff so they can help you accomplish your objectives.
2. Reach out to your customers in the area and invite them to come see you at the show. We can provide you with a special discount code for your customers to use to purchase online tickets or we can send you artwork for a discount coupon to share.
3. Work your social media – let your Facebook and Instagram followers know that you're part of the show. If you want to do a promotion and give away tickets to the show, let us know and we can help make it happen.
4. Do you send eNewsletters to your customers or have a calendar of events on your website? Let the world know that you're going to be at the show and to come see you. Maybe you might want to offer an incentive for stopping by your exhibit space.
5. Consider offering a bounce back coupon or incentive to drive traffic back to your retail store/website after the show.
6. Encourage your clients, friends and family to forward your show news to their friends -- you can offer them the same special discount code.
7. Floor covering is required. It makes your exhibit space more attractive and helps your feet last longer! Also, hide unsightly table legs, boxes, supplies and extra materials by draping tables to the floor with floor length linens or table skirts. Carpet and table skirts are available through the show decorator.
8. Make sure to clearly identify your company and product. Place your signage at eye level or higher. Avoid unprofessional handwritten signs and vinyl banners. Show them your best image.
9. Do not overwhelm show guests with brochures and literature. Two-thirds of all brochures handed out to show guests are thrown away and forgotten. Meet your guests and hand them materials individually so that you make face to face contact.



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10. If you can demonstrate your product, do it! Add an activity or demonstration to draw attention to your space and attract show guests. Engage them!

11. Conduct a Register to Win promotion to drive traffic to your booth. Such promotions also allow you to create an effective database for follow up sales.

12. Your staff is the most important part of your exhibit. Carefully select and train exhibit personnel. Your staff should be knowledgeable about your product or service, should be approachable and inviting, should greet and communicate with show guests, and must be enthusiastic! 85% of show guests' first impressions are based on your staff. Remember, people buy from people! Train them, share your goals and get them to engage.

13. Sample, sample, sample! Women love to touch, taste and smell products before making the decision to buy. Offer them a sample of your product! It works!

14. Schedule time on one of our stages! Stage time is available FREE of charge to those exhibitors who want additional exposure onsite. And...performing on stage is a sure fire way to drive traffic back to your exhibit space. All stage schedules are promoted on the official show website, in the official show program, on show signage and through hourly PA announcements at the show. Sign up today!

15. Smile and have fun!

## OUTSTANDING EXHIBITS WILL BE RECOGNIZED AND REWARDED!

Each exhibit display is awarded 100 points and deductions are made for the following:

1. No floor covering: -30
2. Tables not completely covered: -10
3. Unprofessional signs or vinyl banners: -10
4. Uninvolved personnel (eating, drinking, reading or missing from exhibit entirely): -10
5. Exposed boxes, excess stock, trash or other unsightly materials: -5
6. Company identity or product not clear: -5
7. Literature or product unprofessionally displayed: -5



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