



Planning Your Tradeshow Exhibit Stand

Excerpt: Have you planned your exhibit booth or will you simply bring along all of your brochures, flyers and sticky notes and hope the show attendees will be impressed? This bulleted article will help you plan a professional tradeshow stand exhibit and maybe attract more clients.

Things You Should Do

- Keep them at your booth and entertained. This can be done by imaginative contest giveaways and creative stand design that attracts visitors to your stand.
- Keep graphic text simple. Say what you do in 8-10 words or less. People move quickly through tradeshows. Grab their attention quickly. Very few will stop to read lengthy essays.
- The higher the stand the better. Attendees scan the show when they arrive. Those they see first will grab their attention. You must be higher than the others for them to see you at a distance.
- The wider the stand the better. Attendees to the show are constantly on the move. Consider how long it takes to walk by a small stand. Can you respond to a show attendee in time before they walk by your stand? Try and purchase the widest stand you can.
- Stand colors affect visibility and emotional reaction. We all know that colors and graphics can be attention grabbing. You want good attention. Spend the time and effort to have your graphics professionally produced by a combination of a graphic artist and a company that specialized in printing your graphics on the correct material. This is your chance to show prospective customers what you are about. Show good taste.
- Less is more. Of course you want to give them as much information as you can about your company. Is it right to do so? Don't clutter your stand with inappropriate sales materials that do not directly help to achieve your show objectives. Attendees are moving past many stands and exhibits and they are on information overload.
- Give clients a reason to come to your stand. Have you considered asking your present client base to see you at your stand? Give them a reason to stop by. Discounts and giveaways can be used for this purpose. Be creative. The more the merrier. Create a buzz at your stand by using a predefined customer list.
- Arrange meetings at the stand. Are there prospects that need to know more about your company? Send them a pre-show invitation. Meet them face to face and show them what your company is about.
- Use web/email to push people to your stand. Use all your resources to send invitations to your current and prospective client list.

- Put one person in charge of planning the exhibition. Too many cooks can spoil the broth.

Common Mistakes

- A common mistake is to give away brochures at the show. Use brochures later as a sales follow up.
- Cheap giveaways. Don't be penny-wise and dollar-foolish. First impressions could be your last.
- Magicians and show people. Whose show is it? Yours or the magicians. You want them talking to you and not watching the show.
- Stand staff that isn't active. Stay in front of your booth and say hello to attendees. Have a question ready to attract their attention.