



# Visual Guide TO TRADE SHOW SUCCESS

Properly planning for a trade show is an intensive process, and can seem overwhelming to the first time exhibitor. Stay ahead of the curve with these pro planning tips!

## PLANNING TIPS for Exhibitors

### REGISTER EARLY 01

Reserve your exhibit space early to take advantage of early-bird pricing, which will give you wiggle room for surprise expenses down the line. Early registration also leaves more time for planning and booth design.



### 02 STAY UP-TO-DATE ON EMAILS

We know that your inbox can sometimes seem bottomless, but it is crucial to keep up with emails in the weeks leading up to your event.

Coordinators can send instructions in the months leading up to an event, so it is very important to stay up to speed to avoid missing anything critical.



### USE THE ATTENDEE LIST 03

Many shows provide attendee lists to exhibitors (usually for a cost) prior to the event. Look at this list carefully to determine which attendees are most likely to be interested in your business.



### 04 USE YOUR BOOTH NUMBER

Prominently use your booth number on all pre-show promotional materials, as it is the easiest way for interested attendees to locate you on the day of the event.

Integrated pre-show marketing programs that feature the booth number will help drive qualified foot traffic to your booth.



### USE EVENTS TO NETWORK & MAKE CONNECTIONS 05

Discussion panels, seminars, workshops and product unveilings are your best friend. They create excellent opportunities to network with other similar companies and attendees. These connections can then support your business.



### 06 STAFFING

Make sure that you have helpful staff members on the floor, and that they have breaks and back-ups to avoid fatigue.

Be clear about goals and expectations so your staff understands what it is your company is looking to accomplish by attending the show. Teamwork is vitally important for a successful event!



### GIVEAWAYS 07

Giveaways generate excitement among attendees and strengthen brand recognition. Well-designed swag reminds attendees of your product or service long after the event is over, so incorporating promotions during your exhibit is key.



### 08 DESIGNING YOUR TRADE SHOW BOOTH

A well-designed trade show exhibit sets the stage for success. This holds true for veteran exhibitors and first-timers alike. Follow our guidelines for a head start as you dive into the design process!



### DESIGN YOUR BOOTH WITH YOUR GOALS IN MIND 09

There is a saying that goes, **“If you don’t know where you’re going, any road will get you there.”**

Unfortunately, this definitely does not apply to designing a trade show booth, whether you’re an expert or a newbie. Defining your goal and designing around that goal is the most important step in designing your booth.



### 10 CONTRACT A SMALLER BOOTH SPACE

When planning your first trade show exhibit, avoid the temptation to contract a large space. Instead, start small so as to evaluate the show’s revenue potential.

Determine the smallest exhibit size you need to help achieve your goals when attending any event for the first time. It is always best to start small and expand later versus over-spending.



### KNOW YOUR SPACE BEFORE DESIGNING YOUR EXHIBIT 11

Every trade show booth begins as an empty canvas. When designing your first trade show exhibit, understand the exhibit space before making decisions about materials, artwork, graphic designs and booth structures.

## HERE ARE A COUPLE QUESTIONS TO CONSIDER

- Exactly how big is the space?
- Where will your space be located in the building?
- Is the location a low-or-high traffic area?
- Will you have access to lighting or electricity?
- Will companies or businesses will be your neighbors?
- Does the venue have height or structural restrictions that will affect your exhibit?



### CREATE A WELCOMING BOOTH SPACE 12

Whether your exhibit space is large or small, ensuring that your exhibit is welcoming is a critical part of booth design. The key to creating a welcoming exhibit is including elements that entice attendees to enter your booth.



For example, a counter or table at the front of your booth could visually block attendees from entering the exhibit space from the aisle, even when talking to booth staff. Seating, charging station, refreshments and recreation space encourage weary attendees to take a break in your booth.

### 13 PLAN TO SECURE YOUR EXPENSIVE ITEMS

If you have expensive products, giveaways or laptops in your booth, be sure to have secure spaces to store these items after hours. During show hours, place expensive items well inside your booth space where they cannot easily be stolen.



### DRESS TO IMPRESS (WHILE REMAINING COMFORTABLE) 14

Business casual attire is generally ideal for trade show exhibitors. It provides a professional appearance while ensuring that you remain cool and comfortable throughout the event.



### USE TABLETS, SMARTPHONES & OTHER TOOLS TO STAY ORGANIZED 16

Tech tools offer flexible ways to jot down notes or capture lead information while on the move. By staying organized throughout the event, you can follow up with visitors after the event quickly and easily. Smartphone apps, such as Evernote or CardMunch, are great ways to stay organized and engaged.



### 15 MEET YOUR NEIGHBORS

Take the time to visit other booths and gain valuable insight into your competitors, trends in your industry, vendors and more.

Plus, understanding how other companies present themselves and their products may serve as inspiration for future exhibits. You can also use this opportunity to meet people in your industry.

