

# EXHIBITING TIPS FOR SUCCESS (E-TIPS)

## Economize ...

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Budgets are strained and challenged in this difficult economic time, but you can stretch those marketing dollars by

- taking advantage of hotel, shipping, or ordering rates by paying attention to discount cutoff dates
- shopping around for airline fares (Watch the rates, and book when you see them low.)
- brainstorming with colleagues and coworkers in order to think outside the box about economical ways to display your products and services
- soliciting comments and suggestions from other exhibitors or attendees who have come up with inventive ways to make the most of their experience at conventions

## Expect ...

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- to meet predetermined goals and objectives that you have prepared before arriving
- to attain specific results and a marketing strategy for achieving them
- to obtain qualified leads before, during, and after the convention

## Experience ...

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- the convention audience by interviewing attendees to understand their expectations and their reasons for attending the convention (Listen and learn!)

## Equip ...

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- your booth with needed items such as promotional brochures and giveaways, general information, and other materials for your target audience, including a fishbowl or a basket for contact names
- your sales team with first-impression awareness regarding their dress, mannerisms, conversation, and product or service knowledge (Make sure they know how to engage prospects and obtain qualified leads.)

## Exchange ...

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- information with other exhibitors since conventions are an excellent place to do valuable research and find out dates for future marketing endeavors

## Engage ...

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- in the educational process by submitting a request to regional offices to present a seminar or a workshop at a convention
- by following up on leads within 48 hours via e-mails, postcards, or letters that not only acknowledge meeting at the convention but also express your desire to earn their business (Personalize all correspondence and make contact routinely; persistence pays!)

## Exercise ...

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proper etiquette by keeping in mind these no-no's

- using negative body language
- leaving your booth unattended
- placing a table in front of your booth
- sleeping, eating, or chewing gum in your booth
- talking on a cell phone in your booth
- chatting with colleagues to the exclusion of prospects
- being late for a booth shift
- playing music or presentation videos too loudly
- overflowing booth items into aisles or fire zones
- leaving before the end of the convention (Some of the best interaction with attendees and other exhibitors can occur during the final minutes of a convention.)

## Evaluate ...

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- your convention experience by taking notes throughout the exhibit time, writing down pros and cons or ideas to use in the future

## Enjoy ...

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- knowing that beyond exhibiting at conventions and obtaining leads and making sales, your presence may very well make an impact on the lives of over three-quarters of a million students