



displays & designs, inc.

Bringing Your Brand to Life

Trade Show Tips and Tricks

Before the show...

- Pre-show marketing is key. Identify groups within the attendee list and market specific messages to them. Qualified leads equal better prospects.
- Study the pre-show attendee list and qualify them up front. Trade show attendees typically fall into three categories: customers, prospects, and suspects.

Selecting a location...

- Be at the center of influence. Select a location near the center of the event hall where most visitors paths cross more than once.
- Avoid the end of an aisle, entrance locations, bathrooms, and food outlets.
- If possible pick a narrower isle since the visitors will be closer to the exhibits, and easier to engage.
- Select corner locations. Corner locations give you an opportunity for cross aisle engagement.
- Select booth locations on the right side of the hall. Most people will start to the right, so catch them while they're fresh.

When Designing...

- Break the horizon with shaping, surface variety, or lighting.
- Create a strong message with a few large graphics and one simple message.
- Plan to display a new product or one the company is most recognized for.
- Plan an interactive element. Hands-On demos, interactive touch screens, and items attract far more attention than passive, non-interactive booths.

When Staffing...

- Properly trained staffers are key! Outgoing, well-trained booth personnel can draw people to your booth with simple, open-ended questions and a smile.

If handing out items...

- Use discretion. Identify quality leads before handing out materials to attendees.
- Gain an understanding of the prospect needs. You are offering solutions, not just brochures and knick knacks. Before you propose a solution, you must know the prospect's problem.