

# THE EXHIBIT EXPERT'S

## Top 10 Tips for a Terrific Show

presented by **SUSAN RATLIFF**

### 1 ▲ PLAN AHEAD

Prepare for every event well in advance. Order show services and schedule shipping early. Evaluate display properties for damage. Attention to details will eliminate headaches and save you time and money.

### 2 ▲ SET OBJECTIVES

Know what you want to accomplish at the show. Create a list of goals with the staff. Make expectations clear. Reward exceptional productivity.

### 3 ▲ DESIGN A DYNAMIC DISPLAY

Image is everything. You have only seconds to attract attention. Increase visibility by coordinating every display element around a clever theme.

### 4 ▲ GO FOR THE "WOW" FACTOR

Create a marketing message with impact. Incorporate large, eye-catching pictures and vibrant colors. Keep wording succinct. Sell benefits.

### 5 ▲ PROJECT A POSITIVE IMAGE

First impressions are critical. Every display element must reflect your company professionalism, personality, integrity and style.

### 6 ▲ TRAIN YOUR STAFF

Eighty percent of attendees base their opinion of your company on the actions of the employees at your booth. Prepare your people.

### 7 ▲ DEVELOP A SALES STRATEGY

Script a presentation that engages the prospect, qualifies their interest, explains how you will help them and why you are the best choice. Make sure it accomplishes your goal.

Write your strategy down and require the staff to memorize it and use it consistently.

### 8 ▲ FOLLOW-UP EFFECTIVELY

Contact all leads within one week. Phone, fax, email or mail information that solicits a sale, appointment or interview. Include a deadline or call to action.

### 9 ▲ EXUDE ENTHUSIASM

Nothing makes a more memorable impression than happy, smiling employees eager to assist inquisitive prospects.

### 10 ▲ FACTOR IN SOME FUN

Loosen up. Don't be too conservative. Attendees want to be entertained as well as informed. Successful exhibitors combine the two.

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