

THE EXHIBIT EXPERT'S

Top Tips for Tabletop Exhibiting

A Tabletop Exhibit provides the surface of a six or eight foot table as your entire exhibit area. You can operate behind the table using the entire surface to market your product or service or you can place a portable display on the table and work the booth from in front of the table. Either way assures you exposure to attendees as they walk by. Conferences

and events offering tabletop exhibit space usually schedule times for attendees to visit in between meals, educational sessions and keynote speakers. This marketplace format also allows the exhibitors to leave their tables to attend the sessions too. If preferred, two people can work the exhibit and alternate who stays and who goes to a session.

Below are some tips to make your experience enjoyable, productive and profitable:

- ▲ Dress for success.
- ▲ Wear comfortable shoes.
- ▲ Set production goals for the booth staff to accomplish.
- ▲ Set up early. This provides time to view other exhibits. Be ready when attendees arrive.
- ▲ Design an attractive, dynamic, professional display that exemplifies your company personality.
- ▲ Stand out by placing a coordinating table cover directly over the drape provided.
- ▲ Include professional signage. No hand-lettered signs. At a glance attendees must understand who you are, what you do and what you sell.
- ▲ Emphasize benefits over features in your marketing messages.
- ▲ Elevate your wares using containers, boxes or props to display your products at different heights. This brings your goods closer to eye level providing a more interesting presentation.
- ▲ Use color to draw attention and capture interest.
- ▲ Use props and pictures to illustrate a service.
- ▲ Demonstrate your product or service when possible. Get interactive.
- ▲ If retailing products, post pricing or any special offers.
- ▲ Don't sit down. Removing chairs is advised. You are not approachable when seated.
- ▲ Smile and make eye contact as attendees pass by. Greet everyone who stops at your table.
- ▲ Prepare a sales strategy for selling products or collecting leads.
- ▲ Collect business cards or provide a lead slip to fill out. Let attendees register to receive a newsletter or sign a guest book. Hold a drawing or have a contest.
- ▲ Increase attendance to your booth by notifying your customers in advance about your shows.
- ▲ Customize a sales flyer with an incentive to buy and a deadline for ordering after the show.
- ▲ Come prepared to do business. Bring pens, cash, order forms, credit slips etc.
- ▲ Follow-up your leads soon after the show.