

Exhibitor Tips



March 4-6, 2011 ~ Sioux Falls Convention Center

BASIC MARKETING

PRIZES AND FOOD

A simple bowl of mixed candy is the #1 way to keep a prospect around your booth, although only bite size portions are allowed as giveaways. The longer the prospect is around your booth, the more likely they are to start asking questions and become a client. Another way to a consumer's heart is the use of giveaways and door prizes that are worth their while.

FREEBIES

Everyone likes free stuff! Consider purchasing small promotional items that has your company's logo on it. Whether it's pens, yardsticks, magnetic chip clips, koozies or "green" (reusable) bags... you can't go wrong with free items!

GRAPHICS IDENTITY

Be objective. Can a casual observer quickly tell who you are, what you do and what your product benefits are? Experts suggest that you put your name as high as possible -- 12" of letter height for every 50' of visualization. Repeat the name at least twice at eye level, or splash your company's name all over the booth.

EMBRACE TECHNOLOGY

A little ingenuity and the right software can cut show costs and provide valuable information to your consumers and clients. The information is readily displayed and shows that you, as a company, are ready for the future.

PLANNING

A successful exhibit is well planned, and a good plan never just happens. It is the result of months--or even years--of experimentation and learning. As you begin thinking of your exhibit for the upcoming Sioux Empire Home Show™, keep these tips and principles in mind to maximize your exhibit's impact.

BEFORE THE HOME SHOW™:

Use the following tips to increase attendance at your booth:

1. Gear all outside business contacts to show promotion.
2. Send out press releases to media and prospects.
3. Call clients and prospects.
4. Send invitations to clients and prospects.
5. Advertise in the event program.
6. Offer a service, discount, special demo, workshop, or gift relevant to your product or service.

PLANNING TIMELINE

4 Months Out

- Read exhibitor contract
- Prepare budget

3 Months Out

- Plan advertising
- Determine exhibit needs
- Select staff
- Develop floor plan

2 Months Out

- Plan presentations
- Finalize marketing
- Schedule training for staff

1 Month Out

- Purchase small promotional items for giveaways to consumers
- Send out reminders to clients
- Pre-show meeting with staff

During and After the Home Show

- Conduct meetings with staff
- Make sure everything is cleaned up
- Handle leads
- Send thank-you notes
- Debrief staff
- Handle show-related invoices
- Purchase bite-sized candy
- Look into next year's show

Home Show™ Exhibitor Tips (cont.)



Top 3 Reasons to Exhibit:

1. To generate new business
2. Introduce new products
3. Create consumer awareness

Psychological Environment is key...

Decide and depict what kind of image you want to display to your visitors. A warm and inviting booth will be one that people want to enter, especially if it involves happy and cheerful staff.

Housekeeping Tips:

1. Drape the front of your table if you use one.
2. Double check electrical, backdrop, and ceiling restrictions.
3. Check in early and bring a tool box.
4. Keep your booth clean and picked up at all times.
5. Avoid doing anything that will mark or damage the floor.

3 Second Rule: *At a glance, your exhibit should tell people three things in three seconds...*

1. Company name.
2. What the company does.
3. At least one benefit of your product or company.

Signage Tips:

1. For a 10x 10 booth, signs should be at least 7' x 10'.
2. Tag line should be 10 words or less.
3. NO handwritten signs.

Booths should be open and inviting:

1. Do NOT put the table at the front of your booth. This creates a barrier between you and your customer. If you do use a table, place it at least 2 ft. from the edge of the booth, making room for visitors to step into your booth, speak with you, and sign up for prizes, take brochures, etc.
2. Use floor covering. It has been proven that consumers are more apt to walk into booths with carpeting than ones that do not.
3. Be sure to smile and say "Hello" to everyone who walks by, even if they don't look interested.
4. Don't be too pushy when selling your product. Know your limit.
5. Have a place for brochures, candy bowl and free promotional items.
6. Sell the benefits, not just the product itself.

Product display is also very important...

1. Make your product and service easy to identify.
2. Smaller products need to be made visible.
3. Use a focal point, colorful photos, and vertical displays of before and after.

Home Show™ Exhibitor Tips (cont.)



DO NOT...

1. Try to have your booth accomplish more than one objective.
2. Use materials, backdrops, brochures, etc. that look “thrown-together.”
3. Tear down your exhibit until after the event is completely over.

Courtesies...

1. Avoid creating anything in your display materials that will mar or damage the floor.
2. Be kind to your neighbor. Unless you have been given specific permission to do otherwise, keep the height of your side displays down below four feet. This enables the viewers to see. It also enables us to have a better looking show.

Bring to the show....

| | | | |
|-------------------|------------------------|--------------------------|--------------|
| Candy | Free Promotional Items | Door Prize Explanation | |
| Lead cards | Envelopes | Pencils/pens | Other: _____ |
| Scissors | Tools | Clip board | _____ |
| Business cards | Stapler | Markers | _____ |
| Duct tape | Trash bags | Calculator | _____ |
| Order forms | Stationary | Paper Clips | _____ |
| Tape | Wire | Wastebaskets | _____ |
| Post-it-notes | Appointment book | Note paper | _____ |
| Rubber bands | Nails | Bulbs | _____ |
| Duster | Cleaning supplies | Door prize box | _____ |
| Staffing schedule | Exhibitor information | Door prize sign up sheet | |

Must Haves...

- Display Table
- Table Curtain
- Carpeting
- Carpet padding
- Plants
- Lighting

SELL YOUR COMPANY

During the run of our event, it's essential to sell one thing above all else: your company. That's simply because there are too many distractions in the Show environment to ask the prospect to concentrate on product and especially on price. Approach prices only after a thorough discussion of the product.*

Typically, once a prospect enters the booth and starts examining products, you should talk to him or her about their need. Try to get the customer -- usually a husband or wife, but rarely both -- to commit to a follow-up appointment. Too many people make the mistake of simply taking names and calling back several days or weeks later. People often forget your booth and your company very quickly, unless you get them to commit to an actual follow-up appointment.

** Please note that NO direct sales are allowed at the Sioux Empire Home Show™.*

Home Show™ Exhibitor Tips (cont.)



STAFFING IS IMPORTANT

The staffing of your booth is a critical element of the success of the exhibit. The first rule is to employ experienced, knowledgeable sales people who will cover the booth every hour of the Show's run. A booth should be staffed in shifts. At no time should the booth be left unattended. Salespeople should be trained to sell the company first and foremost (keeping in mind that **NO direct sales are allowed at the Sioux Empire Home Show™**). When they do their jobs, they make it relatively easy to sell the product at a later date. The salesperson who made the initial contact should also make the follow-up appointment.

Staffing Tips

1. Put chairs in your booth, but don't allow salespeople to sit in them. It doesn't look professional.
2. Select appropriate personalities and skill levels for booth personnel.
3. Outgoing, positive attitudes are mandatory.
4. ALWAYS be dressed appropriately. Establish a dress code if possible.
5. Make sure your follow-up system and materials are in place, your booth personnel know what procedures need to be done, and what information needs to be obtained from each prospect.

** At your Pre-Show staff meeting, it is important to reiterate goals to staff, discuss common questions or concerns, be consistent with pricing, and have a mailing system ready.*

Staff DO's

1. Network with other vendors. They can steer a lot of traffic your way.
2. Ask your prospects to tell their associates/friends, etc. to stop at your booth.
3. Know yourself and your product or service.
4. Be ready to talk or demonstrate.
5. Be enthusiastic and confident.
6. Work with all prospects - even those not from your territory.
7. Dress appropriately.
8. Encourage prospects to sit. The longer they stay, the more chance you have to sell them.
9. Be nice to "lookers."
10. Be able to talk costs while keeping in the back of their mind that no direct sales are allowed at the Home Show™.

Staff DO NOT's

1. Be rude, wander away or ignore a visitor. This can leave a lasting, negative impression.
2. Sit while working the booth. Take breaks away from the booth if needed.
3. Eat, drink or chew gum while manning the booth.
4. Forget to introduce yourself.
5. Gab with coworkers or talk on your cell phone.
6. Be overaggressive and pushy.
7. Fake it or leave questions or problems unanswered.
8. Underestimate your visitors... "Don't judge a book by its cover."
9. Make any direct sales during the Sioux Empire Home Show™.

Home Show™ Exhibitor Tips (cont.)



**The #1 consumer complaint at trade shows: "Vendors ignore me & look like they don't want to be there."*

**The #1 reason people show interest in products/services at trade shows: "Vendor's positive behavior."*

OPENING LINES THAT SELL

The first words said to a visitor in your booth may determine whether or not you generate a lead. Experts say "May I help You?" may be among the worst opening you can use. Any opening that can be answered simply "yes" or "no" can be a conversation stopper at a time when visitor interaction is crucial. Successful exhibitors have more than quadrupled the number of leads generated in shows simply by concentrating on what they say to guests in the first few moments.

Here are some tips to improve your prospect approach:

1) **WATCH YOUR NON-VERBAL COMMUNICATION.** Your stance, facial expression, and movements say more than your words. With a smile and other communication, you must say that it is OK to approach your exhibit.

Approach and posture

1. Stand with hands behind back. Don't put hands in pockets or fold arms.
2. Stand a couple of feet back into booth.
3. Stand 2' or more from prospect. Don't get too close.
4. Ask short open-ended questions. Listen, then pursue.
5. Do not stand with literature in hand waiting to pounce on prospects.
Only hand literature to prospects if they ask for it. Put literature on table or rack in front of the booth for the "Information Seekers" to grab.

2) **WATCH FOR WHAT THE VISITORS' NON-VERBAL COMMUNICATION IS SAYING TO YOU.** You will find three types of visitors -- those who are actively interested and involved, those who are mildly interested, and those who just make eye contact. Once you spot these differences, you can determine how to best approach them.

3) **MAKE YOUR APPROACH FIT THE VISITOR'S INTEREST LEVEL.** Visitors who are actively looking at your product might be asked, "Do you use this in your home?" Mildly interested visitors (those who stroll past, but look in with some interest) might be offered a "Tour". Those who pass by, but make eye contact, need a friendly icebreaker before they will be willing to approach your booth. Make the greeting fit your guest and your product. This will take some thought and some practice.

AFTER THE EVENT

Make sure to follow up with clients both old and new. Ask questions, get opinions and feedback.



ACCESSIBILITY TIPS FOR YOUR BOOTH

The HBASE encourages you to make your Home Show™ exhibit as accessible as possible to allow people with disabilities the opportunity to participate in our Show. Please keep these suggestions and tips in mind while designing your exhibit.

Flooring...

Be sure to tape down any loose carpet edges.

Small changes in floor levels should be highlighted with a 70% change of color tape.

If the flooring for your booth is a raise of more than 1/4", you should install a bevel with a slope of 1:2.

If your exhibit is elevated 1/2" or more, a ramp should be provided. (please note, ramps should be included in the design of your booth – inside the perimeters of your exhibit space) The slope should be no more than 1:12. Railguards and handrails should be provided where necessary.

Providing a temporary ramp may be a good solution for some exhibits (sunrooms, etc). In this case, exhibitors should display a "ramp available" sign and have the temporary ramp available to utilize if someone asks.

Design...

To make your booth wheelchair accessible (for those exhibitors who invite attendees into their booths): 60" minimum diameter is needed for a wheelchair to turn around, otherwise an entrance and exit should be made available, and should be at least 36" wide. Doorways or short passageways can be reduced to 32" wide.

Objects that protrude from walls, posts and displays or that hang from overhead, are not detectable by many people with visual disabilities or may even catch unobservant individuals. Any object protruding more than 4" should be less than 27" above the floor or more than 80" high. This includes countertops extending past the base of a display.

Displays...

For those with smaller booths, try to place your display tables, cases or shelves to the front of booth, with adequate space for a person using a wheelchair to pass behind other participants who have stopped to examine an object. If objects are displayed on or in a free-standing case, the bottom case should be mounted between 36" and 39". Consider using mirrors to bring otherwise obscured items into view.

If high display cases or countertops are used, be prepared to assist people with disabilities. And, if you are requesting information from attendees or have sign up forms for them to complete, consider having a clipboard available for them to use if your countertop is higher than 32".