

Helping Exhibitors Increase Their Trade Show ROI and Overall Success

"I have found this ebook to deliver detailed insights into what our company has been missing when exhibiting. The knowledge and expertise displayed in this ebook has allowed me to increase my exhibiting ROI at shows dramatically."

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Founder & CEO, Coffee Cup Productions*

Trade Show Display & Exhibit Secrets for Event Marketers



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Over the years, APG Trade Show Displays gained considerable knowledge about trade shows and all the details that go into planning a trade show event. It can be a stressful event without planning. That's why we wanted to create an ebook with a collection of the knowledge we have gained by working in the trade show industry.

Trade show displays can be a fun and effective way to earn sales leads, develop professional relationships and network. This book was written to help you make the most of these opportunities. We hope this book helps experienced trade show professionals and first time exhibitors alike. Some of these tips may be new to you and others you may already know. Keep this ebook near whenever you're preparing for your next trade show exhibit. These tips are vital reminders to help you make the most return on investment.

Pre-Show Promotions



One of the most important parts about promoting your brand at a trade show occurs before the trade show even begins. Pre-show promotions let your loyal customers know that your company will be attending an upcoming trade show to show off new products and services. You want to let people know that they will be getting the inside scoop on your newest items. But how do let people know when and where you will be showcasing at this trade show? Here are a few tips.

Digital

“There are approximately 310 million people in the United States” who own a smartphone, says Henry Blodget from Business Insider. That’s 310 million people downloading apps, using digital calendars, and carrying a handheld computer in their pockets. This technology can benefit more people than those that own it. With the power of the Internet at people’s fingertips, think about all the opportunities exhibitors have to promote their next trade show booth or event.

Smartphones can connect with social media platforms, websites, email and much more. Smartphone are connected to the Internet all day every day. That gives exhibitors so many opportunities for marketing upcoming trade show events digitally. Digital marketing is great for distributing trade show information to mass numbers of people. Not only that, but exhibitors are able to promote all upcoming trade shows with little to no cost! For example, anyone can create a Facebook page for free. Through Facebook there are options to post a status, image or event create an event. Many smartphones are able to view this information and even link phone calendars with Facebook. So, if you create a trade show event in your Facebook calendar, that event will show in your followers’ smartphone calendars. To top this off, your Facebook trade show promotions are free, unless you want to pay for advertising.

The key to digital marketing for an upcoming trade show is to promote on every digital channel differently. Why? Well, if you were connected to a brand on Twitter and Google+ plus you received their newsletter, you would get tired of seeing the exact same message in three different forms. It would end up feeling more like spam. The last thing a company wants is for its messages to be viewed as spam. That’s why you must add value that is different to each channel.

While each channel needs to be different, it is important that no matter where exhibitors promote upcoming trade shows, all digital channels need to be accessible through smartphones. Your website promotions and trade show newsletters must be viewable on a small screen. Many people receive a significant amount of their mail through their phones. That includes newsletters. There are many different ways to format your website and newsletters to suit smartphones. For first timers, try searching “How to format my website for mobile” online. There are numerous services available.

Physical

After you have purchased an amazing trade show booth with event furniture and retractable banner stands, you need to make sure people know where you’re going. One great way to promote your upcoming event is through feather flags and pre-show events. Creating feather flags to put at your storefront is great for promoting your upcoming trade show, particularly if it is an annual event. Anyone that visits your location will be able to see your feather flag and may ask an employee about it. Make sure employees are informed about the event. You can also have small pamphlets inside for anyone who is curious about the event.

Cost Cutting Shortcuts



A lot of time, effort and money go into the trade show experience. All this hard work on displays, staff training and promoting is designed to increase your sales. However, if you can save money while increasing sales, you've increased your earnings even more. Here are some simple steps you can take while preparing for your trade show event to stay under budget at your next tradeshow.

Schedule Travel Early:

Whether you catch word of a trade show you want to display at or attend the same show every year, do everything and anything necessary to make your travel arrangements ahead of time. The more time you give yourself, the more opportunities you have to save money on tickets. Last minute tickets are never cheap. So it pays to research different flights and book as soon as possible. Also, look out for flights to popular vacation sites. Depending on the season, plane tickets may be more expensive than you might expect.

Hotel Stays:

Have a weekend long convention and need a place to hang your hat for a few nights? Research hotels available in the area and find one to fit your budget. This is another great thing to check off your list sooner rather than later. More affordable rooms will be booked first leaving the suites and deluxe rooms available. You can also check for promotional deals in the area you're traveling to through websites like Groupon. Finally, find out how far you are staying from the convention floor. You might find a hotel room that is less expensive but a rental car or taxi will be needed to get there. That situation might end up costing you more money in transportation than staying at the hotel within walking distance.

Shipping:

If you have any brochures, giveaway items or a trade show banner that you can fit in your suitcase, utilize that space. Some conventions charge you to house anything shipped early to the show. If it's a sensibly sized delivery, you can even have it sent to the hotel and put the attention to your name. Most hotels will not charge you and hold a package for a guest. Make sure you call ahead of time and verify this is okay.

Track Your Expenses:

It's always good to monitor how much you have spent on your tradeshow trips. Anything from dinner to a quick run to the convenience store should be tracked. Tracking your spending lets you look back at your expenses to find where you could trim costs in the future. Always use your past shows as a learning experience for future shows. Noting specific purchases can be useful in discovering the best methods of spending. For example, if you notice you spent \$50 on individual water bottles for you and your staff all weekend, it might be a good idea to buy in bulk to save a little.

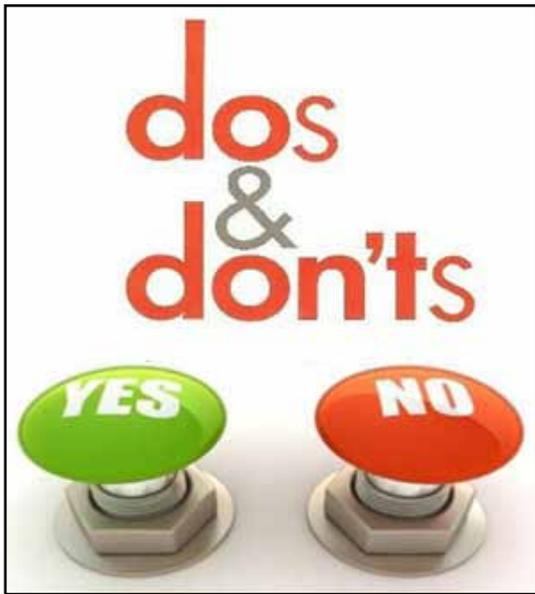
Stay in Touch:

Always be aware of what is happening at the trade show you plan on attending. There might be discounted rates that come with booking your spot early or discounts offered to try and fill empty spots as the show gets closer. Life also holds surprises and you never know if a show will be put on hold, cancelled or rescheduled. If this happens you need to know as soon as possible so you can adjust or cancel your arrangements.

Clean Your Closets Before the Show:

With many promotional events going on multiple times a year, many companies can accumulate a lot of leftovers. If you want to find giveaways or prizes for your booth but don't want to spend the money, have a look around your office or storage area to see if there are any valuable pieces left behind from a previous event. Even if it's not a huge amount, you can order fewer pieces this time, cutting your spending.

16 Trade Show Tips and Mistakes



Knowing what to do and what not to do can help set you apart from your competition. Below we have listed a number of things to look out for and think about before attending and exhibiting at your next show or event. After reading these, we are sure you will come up with additional ideas and concepts, so we are just getting your creative juices flowing.

TIPS

1. Order your displays in advance

While sometimes you find a trade show that's too good to miss, and only one month away, it's best to plan ahead. Artwork problems, production issues and shipping delays do come up, and when you're on a tight schedule there's less spare time to work around these hiccups. To get the highest quality display, leave time for delays when ordering your booth, flag or banner.

2. Get Excited

This is your big opportunity to make an impression on potential customers and your competition. Excitement is contagious. So when customers see that you are excited about a product they will likely get excited, or at least curious, too. If a vendor is uninterested in his/her own product, why should a customer be interested? So stand up, smile and talk to everyone about what you have to offer, because, honestly, your product could be just the thing that client has been looking for.

3. Bring Samples

Although displays and information are great, customers love to play with the product, especially if that product is a puppy. As a trade show display creator, APG would bring samples of our display materials and printing methods all under our newest trade show display. Although we guarantee our quality, customers want to inspect the product themselves to develop their own opinions.

Trade show attendees love "booth loot" too. Being able to leave a booth with something solid is a great way for an attendee to share your brand and his/her experience with your brand. The better your loot, the more people will come to your booth. Word spreads quickly when attendees find cool samples at a booth.

Don't be afraid to get creative with your booth loot. It can be as simple as a multi-tool shaped like a key to fit on a key ring, or as silly as having a mascot for funny photo opportunities. It all depends on your brand, your goals and your audience. Read more about samples in the [APG Blog](#).

4. Staff the Booth

No one likes to wait in line, unless it's for the newest gaming console or smartphone. If all of your representatives are busy, attendees will move on to the next booth. Try to anticipate the amount of traffic you will attract and staff your booth appropriately. Many attendees are interested in learning more about the industry or companies that are available to them. These attendees might return to your booth just because it is busy but if they never have a chance to speak with a representative, they will move on to a competitor's booth. [How-to-properly-staff-your-trade-show-booth](#)

5. Eye Catching Displays

Be aware of your audience. What are they looking for and how can your display show them you're company has what they need? First, what products/services are you providing? There is a big difference between what a medical provider might look for and what an advertiser would be attracted to. The medical provider might be more attracted to crisp whites and open supplies to sample, while an advertiser might be looking for clean, styled displays and clear messaging. Remember your brand, your message and your audience. If you keep all of these in mind while designing your graphics and display, your trade show experience will be memorable.

6. Take Home Information

Even though customers are asking questions and listening to you talk about your company, it is not a bad idea to have your key selling points available in a hand out. This way, attendees can review what you have to offer at a later time when there are fewer people around and they can focus. Adding your contact information on the hand out is another way to make sure your prospective clients can keep in touch with you. It is better to have somebody take a handout and not use it then have somebody need your information and not have access to it.



7. Be Prepared

Nothing will kill a customer's interest more than the lack of preparation and knowledge one has about the product or service they are selling. Make sure you and your staff know the ins and outs as much as possible to serve the people coming to your trade show booth. If you think a certain prop or product will come in handy, then have it ready at your booth. You will appear unprepared if you have to leave to obtain information or don't have what you need to market correctly. It will promote a positive image for you if you are professional and prepared at your booth.

8. Have Treats

Have aromatic coffee, food and/or candy available at you display to reel people in. Have the treats placed at the back of your booth for the necessary walk-through where the visitors will see your product displays and staff will have a chance to introduce themselves. This is an easy way to attract visitors from five booths away. The last time I was at a large convention, one booth made candied pecans you could smell throughout the building. I deliberately searched for that booth because I love candied pecans and I love snacking at conventions.

Mistakes



1. Attempting Large Scale Artwork Design Without Experience

I know it may be tempting to save some money by designing your own artwork, but be warned. This task is often more tedious and costly than you might expect. You will need to know how to use Photoshop and Adobe Illustrator to create a high quality image that will not pixelate when expanded to fit your banner or other trade show display. If you worked hard to create a .jpg image and save the file as a .ai or .psd the image will still become pixelated when expanded. Despite all of your hard work, this image will still need design assistance from a professional designer. You could also run into additional fees with repeated artwork revisions. Each revision adds to the amount of time a company has spent on an order. The more revisions, the more time, and the more money you spend. You could end up with a more time consuming, more expensive piece of artwork that is lower quality than you expected.

2. Overcrowding

Overcrowding the booth with too much design, color and text creates a sore-sight for sore-eyes. Tradeshow attendees are already being bombarded with logos and slogans in every color. It is important to be tactful in your use of color and text. More doesn't necessarily mean better. Minimalistic designs could be the better option for your brand. An overabundance of color and text could make your display difficult to read and easy to overlook.

3. Skipping the Pre-Show Promotions

Whether this is your first or thirty-first trade show, pre-show promotions are vital. This is an important opportunity you don't want to miss out on. Pre-show promotions can drastically increase your number of booth visitors at the show. Did I mention you could do a significant amount of these promotions at a low cost? Social media is key to brand building and customer service today, plus it's free! If you already have a social media presence, use it to your advantage and talk about your upcoming event. You could even write a press release for your local newspapers. For more ideas, visit our blog. [Pre-show-marketing-attracts-crowds-before-a-trade-show-begins](#)

4. Rushing the Setup or Takedown Process

The better care you take of your equipment, the longer it will last and nicer it will look. If you do not take the time to assemble properly or takedown and store the way it should be, you might not get the longevity out of your display. Get there early to make sure everything is in its place and stay a little later to the same. The patience and extra work will go a long way for your booth and your company. Customers can tell when something was rushed and that might give them a negative feeling about your professionalism.

5. Assuming there is No Competition

Your booth might have all of the bells and whistles needed for a successful show, but you won't know that for sure until you check out what other booths have to offer. Possible customers might ask questions in relation to pricing or information that they received from other similar produce booths. If you can explain why your pricing is higher or why you have certain facts you will seem more prepared. Understanding the competition is key if you are to beat them on the tradeshow floor. Sometimes the simplest ideas can get away from us so checking out random booths can also spark ideas that you can use to fit your own booth.

6. Assuming the Competition is Always the Enemy

Sure your neighboring booths are competing with you for attention, but that doesn't mean you can't work together. Let me give you an example. If you're a delivery service company and the booth next to you is a packaging company, these two businesses can direct their traffic to the neighboring booth because these services work together. While it is unlikely that you will be in such a perfect setting, you can make the most of what you have. If the booths next to you are not direct competition to your company, try to establish a partnership that will direct additional traffic to both booths.

7. Selling

Although it may seem like your main goal is to sell your product or service, it isn't. Your goal is to develop relationships and create solutions. Often times, selling is only a means of getting a message out, making potential customers hear what you have to say. Customers have something to say too and we need to listen! At a trade show, listen to the problems potential customers are having and think about ways your company can solve them. If our company doesn't provide the services they need, go ahead and point them in the right direction. Even though you couldn't help them now, that individual will remember the brand that put his/her needs first and genuinely wanted to help.



8. Stress

Don't stress. Even if you're struggling with your display, a member of your staff is late and you spilled your coffee this morning, don't stress. Stress is contagious. It will move from employees at the booth to the tradeshow attendees visiting your booth, and stress is the last thing you want your potential customers to feel while at your booth. Similarly, positive attitudes are contagious

too. Give positive encouragement to the booth staff and they will enjoy their job more. If the staff is happy, they will pass on that positive energy to the visitors. Remember, everyone at the booth is there to help and everyone who visits the booth could bring you income.

The Difference Between Giveaways and Throwaways



We always want to leave a lasting impression on our prospective clients. That's why we get the amazing booth, knowledgeable staff and informative printouts. However, what visitors love more than anything about trade shows, are the giveaways. While you may have a great display and amazing staff, what people really remember are the things they take home with them. With the right giveaway item, your brand has the opportunity to have an impression that follows customers beyond the booth. The right giveaway item can be kept around as a constant reminder of your brand.

Cost indicates quality: Since the word "free" only works one way, your business is the one spending money on these giveaways. That means it is in your best interest to purchase a product that will give you the most return on your investment. You need to spend your booth giveaway budget on products that will be kept, used and seen by trade show attendees.

Choosing the right promotional product from a catalog with thousands of items may be daunting. If you don't have a strategy for how the giveaway will communicate your marketing message or haven't considered what item best represents your product, service or brand your giveaway ROI will not justify your costs.

What do you want this branded giveaway to communicate?

If your company is environmentally conscious and supports recycling and reusing durable, high-quality products with great functionality, consider an Eco-Green Re-usable shopping bag. These are often seen at Whole Foods and Trader Joe's. These bags last and perform a necessary function while communicating your brand's environmentally conscious image. With so much branding space, you can also include your marketing message.

Create a connection between your giveaway and your brand and products. You don't have to be in the coffee business to give away coffee mugs, but you should make sure there is some kind of giveaway that can help identify your brand and what you do. So many other exhibitors will be giving away pens and mugs. You want your giveaway to stand out.

Can you select a trade show giveaway based on cost alone?

What we've found is that the cheaper the giveaway, the less value you can communicate about your company and the less likely the item will last for prospective customers to reuse.

Companies lose money by ordering bulk, cheap giveaways that may reach thousands of hands but will be thrown away, seldom-used from lack of usefulness, or worse — fall apart days after the trade show from poor workmanship. This only communicates that your company does not bring value to its customers.

These are some of the pitfalls to buying inexpensive promotional products. The winning strategy to employ is buying something affordable, but not cheap, that is well thought out, and properly targeted toward your end client.

3 Useful giveaways customers want to keep around.

Some booth giveaways are items that you will readily use, such as pens, water bottles and t-shirts while others just get lost in the trade show. For this reason, it is important to know your clients. The three products I just named (pens, water bottles and t-shirts) are good for all areas of trade. Those are ones to always keep in your shopping cart, but also step outside-of-the-box for a moment and think about your trade in specific.

If you are targeting clients interested in computer software, then you may want to giveaway computer related giveaways, such as screen cleaners and USB drives. Another benefit of thinking outside the box is not having a highly repeated item that customers have so many of that they choose to toss it.

However, we are aware that a budget must be kept, and you need to be able to hand out your personally branded booth giveaways to as many potential clients as possible. That's why, it is always a good idea to have approximately two-third's of your giveaways be smaller, inexpensive giveaways, such as custom labeled candy and sticky note pads. Remember, their satisfaction for getting something free at your booth is valid. One-third can be designated for the higher-budget items, such as tote bags and wall clocks. Keep in mind these items are more desired, longer lasting items that can be strategically given to booth visitors who participate in interactive activities, such as guessing trivia questions about your business correctly or signing up for your business' newsletter.

Making it Last

We believe in making products that last. Not only do we want to extend the reach of our customer's branded message, we would like to ensure that the life cycle of your promotional product is extended by making the smart choices for your branded giveaways.

Did you know that, on average, a recyclable, well-made tote bag given away at a trade show will be kept for four years?! Tote bags are quickly on the rise among conscious consumers who want to reduce waste and eliminate using plastic bags at the grocery store. It's a smart choice for a company wanting to communicate responsibility to spend a little more on a promotional product that has both utility and a built-in marketing message that conveys environmental consciousness.

Another long lasting, high-quality promotional product that we would recommend for a long marketing life is the BPA Free Tritan (TM) Hydro Collection thermos. It is an extremely popular promotional product right now and is proven to spend years in the end user's hands, cars, offices, and trips to the gym! A similar product for hot beverages is the practical, insulated Lux Bamboo Tumbler .

Finally, a branded t-shirt is the time tested stand by for a lasting brand impression. T-shirts are typically kept for five years. Your customers will become your own brand ambassadors wearing your brand around town.

Remember that whatever your choice for promotional products and branded giveaways at your next trade show, select products intelligently that will:

A) Stand the test of time

B) Get the maximum amount of usage from the potential customer

C) Represent your brand effectively through its quality and functionality and

D) Effectively communicate your marketing message through all the above choices.

Putting “Show” Back in Trade Show



Merriam Webster defines a trade show as, “a large exposition to promote awareness and sales of especially new products within an industry.” But that doesn’t sound like much fun. One great way to have trade show attendees remember your brand and your booth is to put the “show” back in trade show. While attendees may join a trade show for the business opportunities and learning experiences, they would love to have some fun! Attendees are more likely to remember an enjoyable experience over an informative one. So

even though you have the best product in the world, your booth will be skipped over for your neighbor who is passing out free t-shirts and grand prizes. Although passing out t-shirts and giving away prizes sounds expensive, you don’t have to spend a fortune to make your trade show booth interactive and fun. The first step is to get creative.

If you haven’t been keeping up with APG Tradeshow Displays’ Blog, you should! In March we wrote a short blog highlighting two ways trade show exhibitors can promote their trade show booth. However, there are so many more opportunities than that. Check out the two examples below and keep reading for more great ideas.

3 Trade Show Exhibit Videos that Took the Stage!

1. Fusion-io Display at the Interop Trade Show Steals the Crowd!

“Putting ‘show’ back in trade show,” is truly what the computer software company Fusion-io did at the Vegas Interop Trade Show in 2011. They put a mechanical bull ride into software context by turning the bull into a giant hard drive. They used the ride as a metaphor to describe how, “at the end of the performance, you’re going to have to let go of the big hard drive. It’s all about solid state.” Fusion-io attracted a great crowd with energetic booth staff, a few microphones and one creative attraction. In addition, the company displayed a giant wall full of monitors. Each monitor displayed a dozen different live streaming videos, all streaming from the one solid state device with sixteen servers.

These technical terms may sound like gibberish to you, as it may have to the visitors coming to see all of the commotion at the Fusion-io display booth. But the bull ride, monitor wall and energetic staff made sense of the display and had attendees literally rocking, drawing a huge crowd. After designing your creative display booth, it’s up to you and the rest of your team to show the visitors why they should stay to hear about what your team has to say about your product, get past the jargon of the field, and explain why they should invest.

2. Funny Host Erik Pants takes the Five & Dime Trade Show by Storm!

Comedian Host of a video series on Funny or Die interviewed exhibit booth staff at the Five & Dime Trade Show in December of 2010. This trade show featured upcoming sports products and apparel scheduled to be in stores the upcoming year. Erik Pants showed how the staff would approach potential customers visiting their booths. Each staffer had a different approach to Eric’s quirky attitude. The unique attribute your booth staff should have is the ability to build rapport with a wide range of people.

If anyone had the right kind of energy a staff member should have when presenting products, it's Erik Pants. Probably keep the random comments to a minimum, but his enthusiasm is at the level every event team should have all day, even when the trade show room begins to get hot and stuffy as Erik commented on in the video.

This video is a great way to gauge what kind of people are right for staffing your trade show booth. Even more, this video is a great way to promote any annual event. If there is a trade show you attend every year, create a short video about it featuring your booth. You may even be able to have your video featured by the trade show organizer to promote the entire event. This is a great option not only for trade shows, but also for any annual event.

3. Trade Show Giveaway Gone Wrong

Although trade show giveaways seem like a natural option for attracting attention to your brand, sometimes they can go wrong. This brand had the right idea by having attendees enter a contest by wearing a branded t-shirt and entering their names into a random drawing. However, it all went wrong when the random winner wasn't wearing a branded shirt, the only requirement for winning. This didn't have to get out of hand if the staffers at the trade show booth simply followed the rules: no t-shirt, no prize. When they let the rule breaker win all the attendees that were previously happy to promote this brand immediately rejected it throwing the t-shirts on the ground, even at the staff. The lesson here is to reward people who are helping your company, and not those who refuse to.

Staffing Your Trade Show Booth

How to Properly Staff Your Trade Show Booth

Ok, so you've figured out the perfect trade show booth, the best products to show off, the free giveaways, information pamphlets and even the take home information is all good-to-go. Now it's time to finish the master plan by staffing your trade show booth correctly. A task that seems so simple can go awry more than you may think. Without a solid staff, none of your efforts will have mattered.

The number of people in your staff is very important. While you don't want to over-staff and end up paying more workers than needed for the trade show, it's better to have too many workers than too few. Past experience mixed with predicted attendance is also helpful in deciding the proper staff number needed. If you are lacking in staff, the visitors are sure to move on to the next booth, as no one likes to wait in line. Even when a visitor leaves with plans of returning to your booth later when it is less busy, they don't always follow through.

If the trade show booth is under-staffed and the visitors choose to wait, their first impression has already diminished from the great start that would have began had they been attended to right away. It is never a good feeling for either party (visitor or staff member) to feel the pressure of rushing a business chat because of a line. With a larger staff, each visitor can have a tranquil experience while asking his/her questions and likewise the staff member able to elaborate as much as needed. Hence, a staff member is better able to gain the visitor's interest in pursuing business ventures together.

It is strongly recommended to have staff in matching attire. This for a few reasons: 1. This will unify your team, showing the visitors that your company is organized, professional and legitimate. 2. Your matching team will help the visitors to differentiate your staff from the crowd, which makes it easier on the visitors to spot and approach a company representative for questions and discussion. Finally, the team attitude and personality emitted is pertinent in standing out as excellent. This is your big opportunity to make an impression on potential customers and your competition.

Excitement is contagious. So when customers see that you are excited about a product they will likely get excited, or at least curious, too. If a vendor is uninterested in his/her own product, why should a customer be interested? So stand up, smile and talk to everyone about what you have to offer, because, honestly, your product could be just the thing that client has been looking for. If you believe in your product, likely the client will too so.

If you can check "efficient staff size", "matching attire" and "enthusiasm" all off of your list, you are in good shape and ready to go with your properly staffed trade show booth-- in it to win it.

What To Look For In Team Members Representing Your Trade Show Booth

A huge part of creating successful trade show booths is being able to find team members who can represent your brand during the exhibit. Even if you attend all of the shows yourself, you'll increase the number of attendees you'll be able to reach with each individual you have with you working the floor. Plus, setting up and taking down your trade show display is a big job in and of itself. You'll need an extra pair of hands or two for this job alone.

Each person you hire does eat into your budget of course, but you shouldn't do it alone. No more than 3 or 4 people total are usually necessary for most types of exhibits, and, to help you find the right staff, here are a few things to consider when interviewing potential representatives for your trade show booth.

Do They Visually Represent Your Brand?

Whether we want to admit it or not, the visual image of those representing your trade show booth really does matter. You can develop uniforms and other ways to transform everyone into a team but, in the end some people will just naturally portray an image that will be right for your brand while others won't.

How Are Their Sales Skills?

Folks at trade shows expect some level of a sales pitch but, it's much more fun for them when they get more than a pitch. Hire people that can fly under the radar and spread your message without the visitors feeling like they're being pitched to.

Can They Engage People?

While some level of sales skills can be helpful, selling is not what trade shows are about. People skills are much more important when looking for the right trade show display representative. Those prospective candidates that can easily engage with people should definitely be moved to the top of the list!

Are They Good Presenters?

Trade show presentations can be a great way to gain exposure for your trade show booth and if you do choose to present at the show, you'll need help. Presentation skills are also essential any trade show booth staff, because each time they speak with an attendee the representative will need to give a short presentation to briefly describe your brand and products/services to visitors. Have They Managed Trade Show Booths Before?

Previous experience running trade show booths can be a plus here but, it really depends. They could have learned some 'bad habits' too that you don't want to utilize while a less experienced person may be more malleable to the strategies you'd like to use at your exhibit. Make sure you don't assume that someone with previous experience really knows how to run a booth. Ask them in depth questions about what they did in a challenging situation and see how well they can

handle stress.

Most Of All - Can They Help You Meet Your Goals?

Each trade show booth is different and the list of skills required to represent each unique display will be different. What makes a successful trade show display representative depends on what your overall goals and objectives for attending the trade show.

Choosing the right trade show booth staff is essential for maximizing your trade show ROI. Using these tips, you'll all be able to find great staff members to work together to make every trade show you attend a success.

Learn To Effectively Place Staff At Your Trade Show Booths For Maximum Impact

Knowing where to place staff at trade show booths is very important if you want to get the best results and make the most impact possible. Here we'll give you some tips so you can learn how to plan for the most effective placement of your staff within your unique display. This way, you can be sure to station everyone in a way that will be effective and will maximize the ROI of your display.

Don't Sit, Stand

While you might have a nice display table as part of your trade show booth, don't let staff just sit behind it. To show that they're interested and excited to be at the show and talking to visitors, have them stand. Plus, it gets your exhibit noticed to have people moving around engaging in the display, even if it is staff.

Get Into The Isle

Now that everyone is standing up, don't stay behind the table, get into the isle. Get in front of the display and into the flow of traffic. Don't have your staff get into attendees' way but be sure they're in the thick of it so they can meet as many visitors as possible.

Place Staff At Every Angle When Holding Demos

Get your products noticed and give your staff opportunities to engage attendees with demos. There are so many benefits to having an interesting demonstration at your trade show booth, but you can only capitalize on them if you place your staff strategically around the demo so that they can easily talk with everyone that stops by once the presentation is over.

Always Have Staff Between Visitors And The Giveaways

We offer giveaways at trade show booths not just to be nice, but, in part, to help bring visitors to the booth that we can hopefully turn into clients. If the giveaways are just out on a pop up display table where guests can take them without interacting with staff, this automatically limits the effect of the giveaway. Instead, be sure to place a staff member between visitors and the giveaways for a much better result.

While each trade show booth is different, these ideas can be applied to nearly all of them. Be sure to take a look at your staffing situation and how you can utilize these individuals for maximum impact before each event.

Don't Let Zombies Staff Your Trade Show Booth

This is one of the most repeated mistakes seen at exhibits: staffing a trade show booth with zombie employees. It's an easy mistake to make and can be difficult to solve if without a strong manager at your trade show booth. Finding the right team and reinforcing high performance in your trade show staff is key to avoiding zombie employees at your trade show booth.

1. Recruit Internally

Current employees already know the company, it's goals, challenges and products/services. Current employees have a vested interest in their personal performance and the well being of the company. Managers will be looking for results from these employees when they return from the trade show. And if the company doesn't perform well, the employees will be affected. Hiring your trade show booth staff internally will help reduce the costs of training. You will also feel confident that you are including high-quality employees based on their past performance with the company.

2. Manage your Trade Show Booth

This is particularly important when managing a large trade show booth where you are expecting high traffic. With a larger booth at a high traffic event, you should have more people running the trade show booth and a manager to coordinate everyone. A manager will help your staff stay focused and energized at the trade show booth. To prevent your staff from becoming trade show booth zombies, they need to take breaks. Having a manager at your trade show booth will prevent your booth from becoming understaffed while employees take their breaks. A manager will be able to ensure that each member takes a break while ensuring your booth is well staffed throughout the event.

3. Give Incentives

Who said Trade show giveaways aren't for trade show booth staff? Create competition for lead generation with cash and recognition incentives. This will increase the lead generation you will create at your trade show booth. This increase in lead generation is guaranteed to repay the investment you made in your trade show booth and cash incentives. Not all members of your staff will be motivated by cash incentives alone. That's why offering a recognition incentive in addition to the cash incentive will ensure you can motivate all members of your trade show booth staff. You can do this by recognizing your top performer in the weekly business newsletter or by offering a special certificate.

3 Things To Remember When Choosing Apparel For Your Trade Show Booth Staff

When establishing your trade show booth as an organized and professional set-up, it's not only important to have a top notch trade show booth, but also to have a unified and put together team.

Matching apparel is the best way to effectively show your company's professionalism to the display visitors. Effective apparel should combine a sharp, clean look with comfort ability for your staff's sanity. Here's how:

There are a few different options when it comes to choosing the best collection of apparel for your trade show booth staff. The first consideration is a color theme. You can do the same color, but a different variety in style. A second option is to do the same style, but in different colors. Your team will look extra sharp if your team matches the trade show booth. While you don't want your team to blend in or be washed out by the canvas, you can chose a bright accent color from the display. If the display is mostly blue and the writing is yellow, you could have the team be dressed in matching yellow polos or dress shirts with blue writing, for example.

Comfort is your second consideration when choosing attire for your staff, because unhappy staff members translate their negative energy into their approach with customers at the trade show booth. Avoid this by choosing breathable materials that have been washed beforehand. New clothes can often be starchy and itchy. Also, trade shows are famous for being chilly in the morning hours and unbearably warm in the afternoon. For this reason, it's a good idea to give your staff apparel with layer options. If you purchase polos or button-ups and don't have it in the budget to get a united top layer, tell your staff to bring the same colored sweaters, zip-ups or suit jackets (depending on the current attire to match in formality). Black or blue, whichever matches with the under layer best, are both professional and common colors for all of your staff to likely own.

A final note is to make sure that your staff reflects the company well. A good rule of thumb is to model your staff's attire choice off of what they would normally wear to work. So for example, if your company sells sporting goods, you may want to have your team sport, pun intended, a more casual athletic wear long sleeve polo with slacks in comparison to a law firm that would more properly be dressed in suits and button-up undershirts. Think about the different items you could use for your trade show booth or contact us today for free ideas in PDF format.

Keeping all of these considerations in mind when picking staff apparel will help you ensure your team will make a good impression to win the trade show booth crowd, in comfort and style.

In Closing

Each and every trade show experience is different. It can be difficult to plan every detail perfectly with so many uncertain factors. Sometimes your display area isn't what you imagined or your trade show display is delivered a little late. Being prepared is key to tackling these problems head-on for a successful event. Sometimes you have to roll with the punches and make the best situation you can out of any circumstance. No matter what may go wrong at your trade show booth, there is a way to turn it around, whether with humor, tact or resourcefulness. This ebook should be your #1 resource for preventing and preparing for the unexpected. Reach out to us at APG Trade Show Displays with any of your marketing needs. We're more than happy to help!



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