



10 Tradeshow Exhibiting Do's and Don'ts

DO...

- 1.** Set clear objectives for your trade show exhibiting opportunity. How do you define "success"?
- 2.** Determine how you're going to measure the ROI for your trade show event. How will you know it was a success?
- 3.** Start the show marketing early with good pre-show promotion. Give the attendees a reason to come by your booth.
- 4.** Train your booth staff. Equip them with the tools and techniques necessary to perform well on the trade show floor. Do this for each show you're in, not just every now and then.
- 5.** Follow up with your prospects in a timely manner and implement a trade show lead management plan. The first one to follow up often wins the sale and alarmingly, 80% of leads are never followed up on.

DON'T...

- 1.** Design your booth to your personal liking. The goal is to design so the marketing message speaks to the attendees.
- 2.** Let your booth staff block the flow of attendees into or throughout your booth. Clusters of employees can be intimidating and congregations can be off-putting. Attendees want to be approached.
- 3.** Collect business cards in a fish bowl. Engage and collect qualified leads.
- 4.** Sit behind your draped table for 3 days and say it was a lousy show. Be aggressive to meet and greet everyone at the show (and find the best prospects).
- 5.** Leave your leads in a shopping bag for three months. Have a plan to follow through and begin right after the trade show ends. Medtrade attendees frequently complain that they haven't heard from exhibitors they expressed interest in.