

# ADLM

Association for  
Diagnostics &  
Laboratory Medicine™



Formerly AACC

## Exhibiting Tips

*A Few Reminders on How to Engage Attendees, Obtain Customers, Establish Connections, Generate Leads:*

### DO

- Stand at your exhibit and greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped by your exhibit; thank them for stopping by your booth
- Have a system for capturing, qualifying, and following up on leads
- Keep your exhibit space neat and clean
- Wear your official Meeting badge while in the host facility
- Review the exhibiting policies in advance of the Meeting
- Staff in your exhibit space at all times while exhibits are open
- Have sufficient staffing to allow for rest and breaks
- Dress in a professional manner
- Wear comfortable shoes; consider having an extra pair to change into

### DO NOT

- Dismantle your display until the exhibits are officially closed
- Sit in your exhibit while attendees are in the area of your exhibit
- Talk or text on your cell phone while in your exhibit space
- Eat, drink, read, or otherwise be distracted
- Stand with your arms crossed, folded, or behind your back
- Chew gum
- Engage in conversation with your fellow exhibit staff whenever attendees are nearby
- Pursue an attendee while outside your exhibit space
- Enter the exhibit space of other exhibitors without their permission