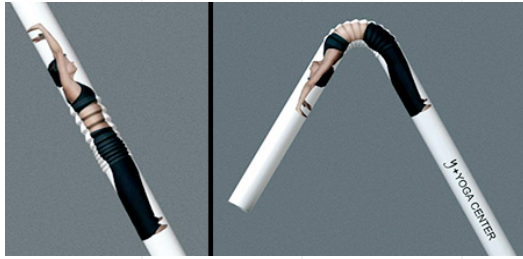


Get the Most Out of Your Exhibit



First Impressions are CRUCIAL

Make sure your booth draws attendees' eyes. Creative booth designs can give you a huge advantage. You don't have to have a huge budget to make your booth stand out just keep in mind that brand imagery affects consumer opinion. Just make sure your design conforms to the rules and regulations.



Extend Your Reach

Hand out creative, attention getting items that are useful and the attendees will want to take home to use after the leave the event. Items that light up are very popular. If you choose a wearable item, make a game out of it and those that wear your item and post pics to your social media platform or the event twitter wall have a chance to win something big at the end of the show.

Schedule Meetings Pre-Show

- Take advantage of having influencers all in one location by scheduling meetings 4-6 weeks before the show.
- Obtain an attendee list and prioritize with whom you want to meet with at your booth.

Make Your Booth Interactive & Hospitable

- Touch Screens
- Hands-on Product Demos
- Social Media
- Coffee/Tea
- Cookies
- Comfortable Seating
- Ask Questions to Stimulate Conversation

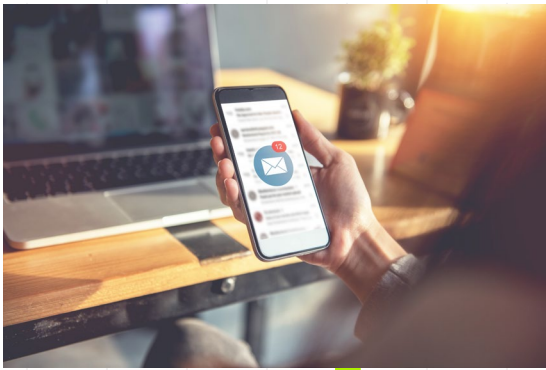
Bring the Best of Your Staff and Your Best Clients

Sales Staff

- Train Your Staff on Boothmanship – Booth Behavior, Body Language, Verbal/Nonverbal Communication Techniques, etc.
- In-Booth Orientation – Exhibit Layout, Demonstrations, Badge Scanners, Tools, etc.
- General Housekeeping – Schedules, Transportation, Registration, etc.

Prospective Clients

- Have 3-6 Questions Prepared to Foster Interaction
- Complimentary Exposition Pass
- Scan, Scan, Scan! Scan the Badge of Everyone that Stops by Your Booth



Follow up FAST

Follow up with qualified leads at the end of each day, and at the end of the show via email, direct mail, and/or phone.

The longer your way, the longer they have to forget who you are or what you said!

THANKS!

Any questions?

Please contact meghan.leahy@spargoinc.com

