



## MAKING AN EXPO A SUCCESSFUL AND PROFITABLE EVENT!

### Before the Expo

#### What's Your Goal?

- Lead generation and name collection.
- Setting appointments or consultations.
- Community outreach and exposure.

#### Marketing and Collateral Information – What Will You Bring With You?

- Display, banner, signs, or props to engage the audience.
- Brochures, flyers, handouts, pens, magnets to leave a memorable impact.
- Prize drawing or giveaway to increase foot traffic and capture contact information.
- Something interactive: spinning wheel or a popcorn or slushy machine to increase excitement.

#### Selecting Booth Staff

- This is the introduction to your company – Make sure members staffing the booth enjoy people, are smiling, and are comfortable interacting with guests.
- Appropriate dress and shoes – Be comfortable and look approachable for the target audience.
- Train staff on what the purpose of the event is – Branding, selling, exposure, etc.
- Events are typically busiest from the opening until lunch time – Have your booth staffed adequately at all times.

### At the Expo

#### Make the Booth Work for You

- Greet everyone – Happiness and friendliness are contagious, so smile.
- Create room for discussion – Push table and chairs to the back or side of the booth.
- Don't sit – Standing creates energy and the idea that you are excited about your product or service. If you need to sit – consider bringing a higher stool.
- Don't talk, text, or tweet on your phone – People won't want to “bother” you.

#### Customer Interaction

- Encourage questions – Small “Ask about ...” signs may help to begin a conversation or have a fun game.
- Differentiate yourself – What makes your company, products, or service different from your competitor's?
- Remember the 80/20 rule – Listen 80 percent and talk about your services 20 percent.
- If end of day starts to slow down – go and visit other exhibitors; you may meet a good referral source.

#### Lead Generation

- Offer a door prize – Attendees enter to win and you increase your database for follow-up.
- Pertinent information – Make sure the drawing form collects information required for quality follow-ups.
- Have your appointment book and set on-the-spot appointments (make sure to follow up after).
- Have a lead-rating system – Making notes and rating leads help prioritize (write directly on the paper or business card).
- Remember “the fortune is in the follow-up” ... so make this a big part of your plan for a successful day.

#### Giveaways

- Promotional items – Tie giveaways to your exhibit's theme, if possible.
- Make it functional – Something guests can actually use.
- Reading material – Make them available as most people review materials in the comfort of their home.
- Easy follow-up – Make sure your giveaway and reading materials have your contact info imprinted on them.

### After the Expo

- The fortune is in the follow-up – Have a sample email template/letter prepared ahead of time that you can *personalize*.
- Follow through promptly on any follow-up actions, invitations, samples, etc., you said you would send.
- Place leads on newsletter lists and any other follow-up marketing lists you may have to continue to reach out.