

# Fall for Walton Business & Community Expo Survival Guide

## GOOD BOOTHMANSHIP

- Train your booth personnel. They should be your most knowledgeable, enthusiastic employees.
- First impressions - You only have a few seconds to make a good impression. Greet your visitors with a friendly smile.
- Give immediate attention to people entering your booth.
- Wear your badge high and on the right side so it's in the line of vision when you shake hands.
- Have your booth staff wear something to identify them with your business; a logo shirt, company name tag, etc.
- Avoid asking "May I help you?" It's too tempting to say no. Ask questions like "How familiar are you with our product/service?"

## THINGS YOU DON'T WANT TO DO

- Don't sit down unless you are having a conference
- Don't eat in your booth
- Don't chew gum
- Don't use your cell phone
- Don't cluster and talk to other booth workers
- Don't stand with your arms crossed or put your hands in your pocket

## Tips for a Successful Expo

### Make Your Booth Grab Attention

In a split second, potential customers decide whether they'll visit your booth. Good signage, bright colors and lighting can all help attract visitors. Bright, rich contrasting colors are pleasing to the eyes and exciting to the brain. Use lighting to focus on a product or use floodlighting to make your space bright and cheery. Your signage should read like a billboard with a bold message, so that visitors viewing your booth for the first time know instantly what you have to offer. Don't make the name of your company the largest sign, but focus your signage to answer the visitor's question "What's in it for me?". Example, before: Smith's Janitorial Service, after: Your House Will Be Sparkling Clean.

### Stop Trinket Grab & Run!!

If you display your promotional items on the counter, many people will walk up, grab a trinket and walk away without even talking to you. Leaving items out for anyone to grab diminishes the value and has little or no memorability factor. Make attendees "earn" them! The best way to use giveaways is to carry a few with you and after each conversation, give them as a thank-you for visiting your booth. Another approach is to tie give-aways to some form of registration and questionnaire. Leave a few give-aways out to entice people.

### Make Prizes Relevant to Your Business

Don't give away something for free just for the heck of it. Try to make the prize relevant to your business so that the entries you collect are from people with potential real interest in your product. Put the entry container towards the back of your booth so that visitors have to walk into your booth; this placement will eliminate many people who are not really interested in your product.

## Attract More Visitors

- Send invitations to your customers and clients to promote exposure.
- Keep track of the contacts made so you can follow up later.
- Introduce something new at the show and publicize it will be there.
- Demonstrate something
- Run a video at your booth; this will keep visitors busy while you are talking to someone else.
- Make your booth inviting, don't barricade yourself in! Lay out your booth so visitors can walk around in it.
- Visit other booths- even other vendors are contacts!

## Final Tips

- Dress comfortably and wear comfortable shoes!
- Bring lots of Business Cards! Your business card is the least expensive advertising there is.
- Bring extra promotional materials- just in case!
- Plan to set up on time and stay until the end of the expo.