

# Exhibiting E-tips for Success

## Economize ...

Budgets are strained and challenged in this difficult economic time but you can stretch those marketing dollars by:

- taking advantage of GWCO host hotel rates.
- paying attention to discount cutoff dates for shipping and ordering.
- shopping around for airline fares. Watch the rates, and book when you see them at their lowest.
- brainstorming with colleagues and coworkers in order to think outside the box about economical ways to display your products and services.
- soliciting comments and suggestions from other exhibitors or attendees who have come up with inventive ways to make the most of their experience at Congress.

## Engage ...

- by following up on leads within 48 hours via e-mails, texts, postcards, or letters that not only acknowledge meeting at the Congress but also express your desire to earn their business. Personalize all correspondence and make contact routinely. Persistence pays!

## Enjoy ...

- knowing that beyond exhibiting at Congress and obtaining leads and making sales, your presence may very well make an impact on the lives of others.

## Equip ...

- your booth with needed items such as promotional brochures giveaways, general information, and other materials for your target audience, including a fishbowl or a basket for contact names.
- your sales team with first-impression awareness regarding their dress, mannerisms, conversation, and product or service knowledge. Make sure they know how to engage prospects and obtain qualified leads.

## Excite ...

- your audience by showing them that you believe in what you are selling or the service you are providing.

## Evaluate ...

- your Congress experience by taking notes throughout the exhibit time, writing down pros and cons or ideas to use in the future.

## Exchange ...

- information with other exhibitors since Congress is an excellent place to do valuable research and find out dates for future marketing endeavors.

## Exercise ...

Proper etiquette by keeping in mind these no-no's:

- negative body language
- leaving your booth unattended
- placing a table in front of your booth
- sleeping, eating, or chewing gum in your booth
- talking on a cell phone in your booth
- chatting with colleagues to the exclusion of prospects
- being late for a booth shift
- keep your booth in disarray
- playing music or presentation videos too loudly
- overflowing booth items into aisles or fire zones.
- leaving before the end of the Congress. Some of the best interaction with attendees and other exhibitors can occur during the final minutes of a Congress.

## Expect ...

- to meet predetermined goals and objectives that you have prepared before arriving.
- to attain specific results and a marketing strategy for achieving them.
- to obtain qualified leads before, during, and after the Congress.

## Experience ...

- the Congress audience by interviewing attendees to understand their expectations and their reasons for attending. Listen and learn!

