

# TWELVE EXHIBITING TOP TIPS

## Times are changing

In a brave new digital world and the explosion in data where do you start with technology integration and live exhibitions?

The modern exhibitor already has sensory overload and it's hard to know where to turn your focus with your exhibition plan.

Here are twelve top tips for exhibiting in the new arena.



### Count the senses

There are five. Taste, touch, smell, sight and sound. You'll want as many of the five senses in the stand design as you can.

1



### Wearable technology

Watches, wristbands and glasses are going to be big business. Get it integrated into your exhibition activity as soon as possible to get ahead of the game.

2



### Keep it simple

We have specially-wired brains which allow us to have 'selective attention' when overloaded. Keep your stand simple to avoid being lost in the information overload.

3



### Be Personable

We all like to maximise our business ROI. That doesn't mean we have to be dead serious and boring. The best businesses entertain, inform and inspire their customers. Promote your personality.

4



### Respect data

Treat the data gathered and used at live events with the respect and manner the modern consumer expects. In doing so you'll be ensuring that your digital and live activity performed to their maximum.

5



### Before the exhibition

Rave about it on social media. Add the details to your email signature. Drop it into conversation. Make sure people know you're going to be there.

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## Interactive screens

Did you know that people love to get interactive with TV screens? They're a BIG winner and one of our top tips from eye tracking research.

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## Qualified leads

The number of leads is important but the number of qualified leads is even more important. Play quality over quantity and your chances of winning big business will be higher!

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## Invest in your staff

Use approachable people who know and can speak confidently about your business, don't just use sales staff. If you need to use promotional staff make sure they are fully briefed and understand why they're there.

8



## Follow-up!

The days following the show are prime time. Make sure you reach out to your hot leads while you're still fresh in their heads. Arrange another meeting and focus on conversion!

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## Ask open questions

Asking if you can help somebody simply won't do. On the most part, they're going to say, 'no'. Try asking what has brought them to the show and go from there. What would you prefer an interrogation or a conversation?

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## Omni-channel

Omni-channel means that the consumer has the same experience across digital, social, mobile or face-to-face. So make sure your exhibition activity is optimised with all your other marketing channels.

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## Further knowledge

We have loads of research, advice and resources for you to help with any upcoming exhibition at;

[www.zoomdisplay.co.uk/knowledge](http://www.zoomdisplay.co.uk/knowledge)

Alternatively you can drop us a line on **01245 325743**

You can find us on twitter too - **@zoomdisplay**