

# 10 SECRET TIPS TO EXHIBITING

1

## Set measurable objectives

Write down exactly what you wish to achieve when exhibiting. e.g. 150 qualified sales leads.

2

## Choose the right exhibition

Select the exhibition that attracts the visitors you want to meet.

## Design a stand fit for the job

Good stand design helps deliver your exhibition objectives. Stands can be beautiful, but never underestimate the main function they perform is to help meet your objectives.

3

4

Ask to see the exhibition organisers marketing plan to make sure it is going to attract your potential customers.

## Organiser marketing plan

## Train, train, train.

Eighty percent of the success of your stand is down to your staff, don't cut corners on training!

5

## Can I Help You?

The worst question you can ask at a exhibition. Because the answer is almost always no. Ask open questions that require more than a single word answers.

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## Talk to strangers

As children we were told not to talk to strangers. At an exhibition forget what your mum told you and speak to everyone and anyone!

8

You must must must record and classify all your leads.

## Record your data

9

## You're on show

Don't use a mobile, eat on the stand, sit down, have your back to the aisle, have a messy stand or have cheap tacky giveaways.

10

## Follow up leads!

It may be the last thing on your mind now, but you must follow up leads while they are hot! After all the time and effort you've put in to your exhibition its common mistake to relax and let those leads cool down. You'd be amazed how many exhibitors don't bother to follow-up their leads at all! Its so important we'll say it again. **Make sure you follow-up all your leads!**

## More Exhibition Tips

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

For more information and helpful advice about exhibiting visit: [www.zoomdisplay.co.uk](http://www.zoomdisplay.co.uk)