

# HOW CAN I IMPROVE MY SUCCESS AT CONSUMER SHOW EXHIBITING?

(Don't get caught just "hoping" for the best)

*Sourced excerpts National Consumer Show Information*



IN RECENT SURVEYS, THE COMPANIES THAT ARE OVERCOMING THEIR COMPETITORS AND DOING VERY WELL AT CONSUMER SHOWS, IN TERMS OF LEADS AND POST SHOW SALES, ARE MAKING SURE TO AVOID THE FOLLOWING :  
"COMMON EXHIBITING MISTAKES"

## 1. ARE YOU FALLING INTO THE "SATURDAY TRAP"?

Some Exhibitors get in the mind set that they are waiting for "The Big Day" to make most of their sales. Total Exhibit hours for any Event are only between 20 and 50 hours. If Exhibitors mentally waste 75% of that time by essentially being unconcerned with the rest of the Show, hoping that the "BIG DAY" will be when they get all their deals, they are setting themselves up for a quick trip to failure. If Saturday doesn't come through as big as they had hoped, now all the pressure rests on the last day to solve the problem. Customers are made one at a time. Every minute on the Show floor counts for those companies that are having success!

## 2. DOES YOUR DISPLAY NOT STAND OUT FROM YOUR COMPETITORS?

In an effort to keep costs down, some companies have resorted to bringing a "brochure only" type of display, or the bare minimum of product that does not adequately represent their company. When your competitors bring a better representation of what they have to offer, you are at a disadvantage that you will need to make extra efforts to overcome. Remember, Show attendees have come to "SEE" your products. Be creative with your use of space and don't be caught with not enough for them to see.

## 3. ARE YOU NOT DOING ENOUGH "PRE SHOW" MARKETING?

Pre Show Marketing encouraging consumers to visit displays through Direct Mail Pre-show invites, e-mail alerts, and pre-show advertising, is growing ever more necessary in this competitive environment. Again, this is another opportunity to put yourself first.

## 4. IS YOUR EXHIBIT STAFF ALLOWING ATTENDANCE TO DICTATE THEIR MOOD?

Business cycles go up and down. That is a fact no one can control. You may find you or your staff talking about "how busy things used" to be or "we are not getting the leads or closed sales that we used to". Frankly, Welcome to the business climate of today. Best to get over it and make sure that not one opportunity is missed. The attendee interested in your product could care less how many other people are there. They want your undivided attention and an enthusiastic presentation to your product.. Obviously, many companies are doing business and keeping the flow of sales moving. Make sure you are one of them by not making any of these mistakes!

## 5. ARE YOU STILL GREETING POTENTIAL CUSTOMERS WITH: "MAY I HELP YOU"?

A Show is different from a straightforward retail environment. Unless that visitor already plans on doing business with you, "May I help you?" can bring on the automatic response of "No Thank You", or "Not right now", or "We are just looking". Better to greet with an invitation rather than a question. Example: Hello and welcome to... (name of Event). Please take a step over here and take a look at our new... (insert your product of choice here). This approach almost certainly demands some type of interaction.

## 6. ARE YOU LEAVING YOUR DISPLAY UNATTENDED AT ANY TIME DURING THE EVENT?

Throughout every industry we hear Exhibitors saying time and again "my retail location is just not getting much traffic these days." Often we see that same Exhibitor spending part of the Show talking to friends, making personal cell phone calls from their display, arriving late, leaving the Show early, going off site for lunch, etc, while literally hundreds or even thousands of potential customers are walking past their unattended display! Sounds unbelievable, but this actually happens!

