

# 5 Things You Definitely Shouldn't Do When Exhibiting

A handy guide to making the most out of your exhibition.





Exhibitions are a great way to meet potential customers face to face and they can prove very successful for many different types of businesses. In order to get the most out of exhibiting, there are certain things that you should avoid doing if you want to walk away with plenty of leads.

Here they are below...

# 1. DON'T ABANDON THE STAND



Exhibiting can be pretty exhausting and you might need a change of scenery from time to time. It's a good idea to take short breaks now and then to get your limbs moving and to see what's going on elsewhere around the show. Whatever you do though, don't leave your stand completely unattended!

If you do, you could be missing out on a heap of potential customers. Leaving a few flyers on your stand in the hope that they'll get picked up just isn't going to cut it.

Show visitors like to talk to exhibitors to find out what their products and services are all about. Exhibiting is the perfect way to have great conversations – and generate quality leads – with people who are genuinely interested in what you have to offer.



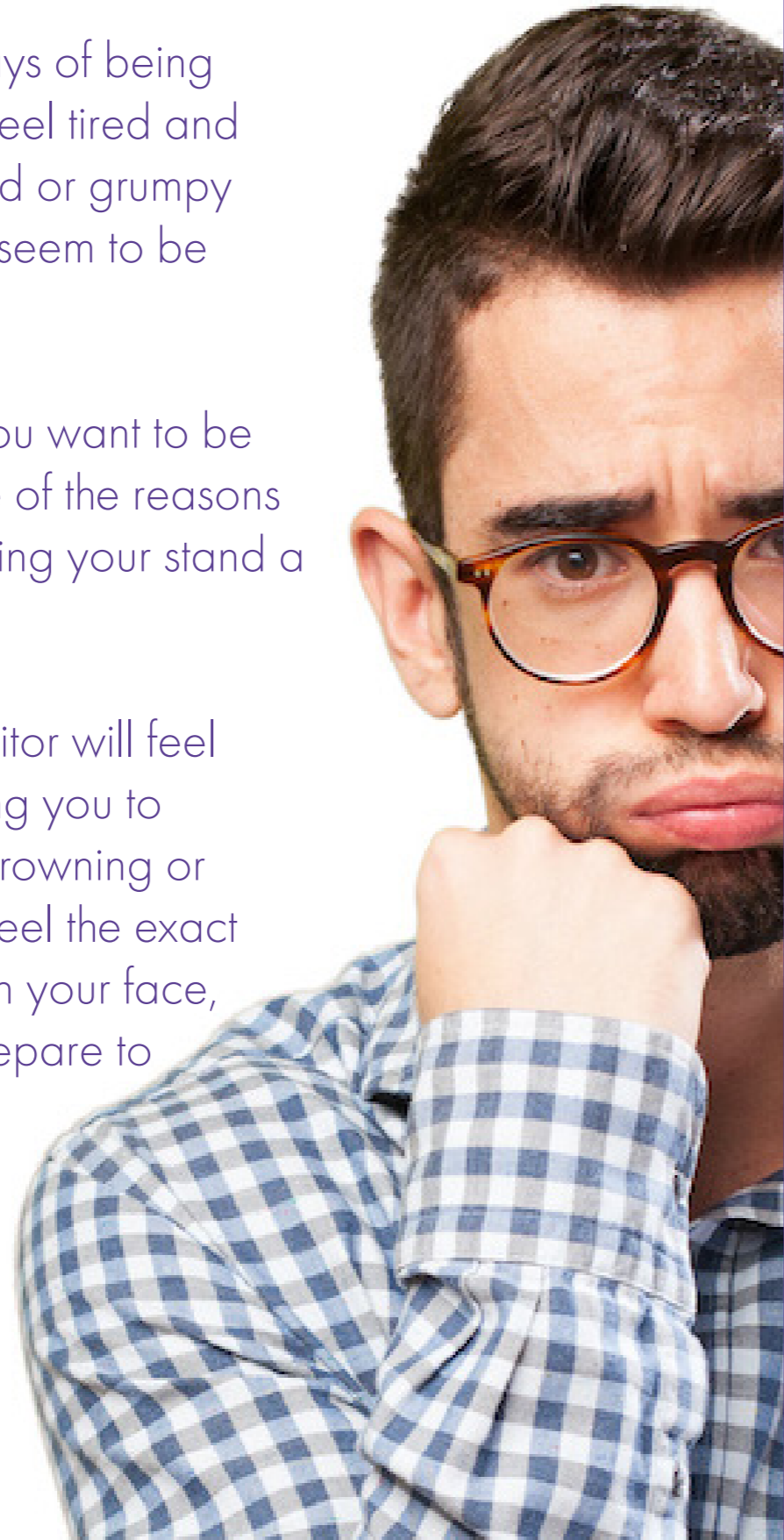


## 2. DON'T LOOK BORED OR FED UP

After several hours or days of being on your feet, you might feel tired and perhaps even a bit bored or grumpy too, especially if visitors seem to be passing your stand by.

However, looking like you want to be elsewhere could be one of the reasons why visitors might be giving your stand a wide berth!

There's no way that a visitor will feel comfortable approaching you to ask a question if you're frowning or eye-rolling. Even if you feel the exact opposite, slap a smile on your face, stand up straight and prepare to engage!



## 3. DON'T GO ONTO THE STAND WITH A HANGOVER

This one is an absolute no-no. If you go onto your exhibition stand the morning after an evening of heavy drinking, you'll be representing your company in the worst way possible.

Not only will you be feeling awful, the chances are you'll look tired and drawn – and you could risk smelling like a brewery too. If you're hungover, this can be really off-putting to visitors – would you do business with someone who's worse for wear? Stick to one or two alcoholic drinks and save the rest until you get home.

**“You'll look tired and drawn – and you could risk smelling like a brewery too”**



## 4. OH CRUMBS.. DON'T EAT ON THE STAND

If you're munching your way through a BLT sandwich, it's a little awkward for visitors to approach you and have a conversation about your business.

Drinking water on the stand is fine – keeping hydrated is important – but make sure to eat away from the stand, when you're taking a break.



## 5. DON'T RUN OUT OF PROMOTIONAL MATERIALS

It's every exhibitor's nightmare scenario, yet it happens more often than you'd think. Not being able to supply an interested visitor with a brochure, flyer or business card can mean missing out on valuable business later down the line. If you run out of promotional materials, make sure you take the visitor's contact details and send them some literature when you get back to the office.

Asking the visitor to check out your website when they get a chance isn't effective; they'll probably forget all about doing so. A good backup for this kind of problem is to take a laptop and show the visitor your website there and then. (Make sure your website is informative and up-to-date before exhibiting!)

# And Finally...

Be the exhibitor that you'd want to visit yourself! Avoid doing the above 5 things at your next exhibition and you'll find that potential customers are more likely to approach your stand to find out more about your business.