

Sales & Operation Tips for an Enjoyable Show Experience

Take Note... top tips below!

- ◆ Ensure that you are aware of and adhere to the move-in dates and times. This will keep your move-in on schedule and less stressful.
- ◆ Note all show deadlines and ensure that all necessary Service Order Forms are completed and sent to the Show Management Office, Venue Office or Decorator Offices on time. This will save you time and money.
- ◆ Be a good neighbour by ensuring that your display is set up correctly and does not extend in any way beyond your booth location marked on the floor; make sure that your signage does not face into neighbouring exhibits.
- ◆ **Your badges must be picked up on site at the Show Office.** Staff will not be allowed into the show without a badge. There is a \$10 replacement fee for any lost, stolen or extra badges.
- ◆ Ensure that your staff **do not eat, drink or read while staffing your booth.** Do not make visitors feel like they are interrupting you. You and your staff are there to help the visitors.
- ◆ Make sure the personnel who staff your booth know your product and your company; use the show to sell and educate visitor's awareness of your product.

3 second rule

In a glance, your exhibit should tell people three things in three seconds:

1. Your company name
2. Exactly what it is you do
3. At least one benefit of your product or company

Boothmanship: What you need to know

What will make the public come to YOUR booth? Have the right people, with the selling skills endorsing your product that you believe in.

- Attitude: Your salespeople need to be at the show and enthusiastic about your products and be knowledgeable.
- Play a proactive role: Make eye contact, start conversations, greet, engage and draw attendees into your booth.
- Aim to send attendees more information immediately after the show.
- Shows are not the place for detailed conversation - only to qualify, get attention and interest.
- Store literature with product and contact information in an accessible place to assist in the selling process, and for attendees for pick up.

Tips on booth design

Here are a few tricks that will help you grab your customer's attention: Your booth needs to be up-to-date and modern with the times.

- Make sure it's well-lit and open; avoid blocking the front entrance with tables, signs, etc.
- Easily accessible entrances increase booth traffic up to 25%.
- Ensure your booth reflects your company's brand, image & attitude.
- Ask yourself: Can my customers identify my company name and product within 3 seconds?

- Confirm that all graphics are consistent from literature to signage.

The pre-show meeting

- Reiterate goals to staff - "this is why we are exhibiting, and this is what we intend to do."
- Go over scheduling of staff, travel, accommodations, etc.
- Discuss common questions and problems.
- Nail down pricing and be consistent.
- Handling leads - decide on location of leads, have database and mailer ready to go for pre-show promotion planning

tips on qualifying attendees

You want to make sure that you are spending your time with the right people; the people that are going to purchase from you either directly at the show or within a few months following. Follow these quick tips and you will notice a difference in the speed at which you can close a sale:

- Establish the visitors' name and position i.e. decision maker, influencer, competitor, supplier, etc.
- Location, within selling, distribution area.
- Level of interest/need for your products/services.
- Time and budget restrictions.
- What created the interest/need, what problem or opportunity exists.
- Record all information with chosen lead method.

DO CALGARIANS KNOW YOU'RE AT THE SHOW?

Pre-show promotion will help draw qualified homeowners to your booth. Remember to include your booth number in your advertising. We encourage you to use our show logo with your current advertising campaign. If you use our show logo, we will send you 10 free tickets to the show!

To receive your 10 free tickets, please send a copy of the Ad or Post to MarieY@mpeshow.com and Marie will get you those tickets.

Contact: Marie Young
Phone: (403) 253-1177, ext. 201
Fax: (403) 253-7878
Email: MarieY@mpeshows.com

Deadline: September 4th, 2020

Did you know that 23% of attendees come to a show because of an exhibitor's direct invitation?! Did you remember to purchase the VIP tickets for your clients? Did you request a Promo Code to offer ticket discounts to your social media followers?

Email Marie for more information at MarieY@mpeshows.com.

A few more tips...

- Include the event details in all your promotional material prior to the show, this can include your email signature to advertising in consumer publications.
- Generate expectations and excitement with staff; Provide knowledge on products, features, contests and show specials.
- Set specific goals for each show that are smart, measurable, attainable, realistic and truthful, i.e. amount of leads to generate, attendees made aware of product, demonstrations made per day.
- Mail out or email invitations and tickets or a promo code. Let people know you will be there and advise of any contests or show specials.
- Use logos and decals in advertisements to reinforce connection of your company and the show.

"Some companies use new bait, some use old bait, some use fresh bait, and some use dead bait."

~Don Engebretson, Renegade Gardener