



Tips for Working in a Trade Show Booth

- 1. Be prepared:** *Know your role, know your demo*
 - You represent the entire company to every visitor
 - Know what else were doing at the show; sponsorships, events, etc.
- 2. Be on time:** *Don't be late and don't wander off*
 - It costs your company about \$700 per hour for you to be in the booth. Honor your schedule, be on time, be in the booth for entire shift.
 - If you need to leave the booth, let us know so we can cover for you
- 3. Be approachable:** *Don't give any visitor any reason not to approach you*
 - Don't stand in circles and talk with your colleagues
 - No eating, drinking, talking on the phone, or reading. Visitors will not interrupt you.
- 4. Be ready::**
 - Your 30-second "elevator answer"
 - Some qualifying questions



- 5. Manage your time:** *Be in control of how much time you spend with visitors*
 - When the booth is busy, have shorter conversations
- 6. Don't make visitors wait:**
 - Acknowledge waiting visitors
 - Add waiting visitors to your conversation

- 7. It's okay to interrupt:** *There are no private conversations in the booth*
 - Interrupt politely and ask how long your colleague will be
 - Ask permission to add a visitor to an on-going conversation
- 8. End the conversation:** *3 ways to end a conversation*
 - Generate a lead
 - Escort them to another part of the booth
 - Dismiss them
- 9. Every visitor should have a positive experience:** *It's all about the visitors*