

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*