

September 2014 | Exhibition Guru

EXHIBITIPS September 2014

16 ways to stand out and connect at the next exhibition

Last month we covered **10 Reasons Exhibitors Fail**, so this month I thought we would share ideas on simple things you can do to stand out and increase your exhibit success.

1. Have clear objectives

What do you want to achieve and why?

2. Be a DESTINATION

Create an environment that makes you different, conjures up emotion and has the WOW factor.

3. Stand for something

Have an opinion and stand for it. It may alienate a few but more importantly it will bring you closer to others – and soon you will have a tribe.

4. Focus on UNIQUENESS

What makes you different? For example is your product made in Australia?

5. Educate

If you carry out demonstrations and presentations as a way of sharing your experience, it creates loyalty. This is a far better way to gain sales.

6. Walk in their shoes

Make sure you focus on and state clearly how the features of your products/services will benefit the visitor. Don't make this generic – find out their needs/desires and tailor your pitch to them.

7. Come to your senses

Think about how you can trigger the human senses. By connecting with at least three of them, you're in a stronger position to connect with your visitors.

8. The party invitation

Make sure you invite your clients, otherwise it's like throwing a party and not inviting anyone!

9. Take them on a journey

Stories are memorable, people like to know the background of the business or the products/services or how doing business with you may help others.

10. Staff

Having the right staff who want to be there, and having them trained is crucial. Additionally, make sure your staff's appearance isn't the main focus on the stand by having a dress policy. They are your NUMBER ONE factor in determining how well your stand performs.

11. Have a known guest on your stand

Having an ambassador, expert, designer or known personality will draw people. Carry it through on signage that includes quotes from them.

12. Be Fun

Smile, people want to do business with companies and people who look like they're fun to do business with. It starts with staff smiling and says you're open, approachable and happy!

13. Be helpful

Exceed expectations – it will surprise people! Be a source of info about the event, toilets, café, workshop times etc. as well as referring them to other exhibitors if you can't help them. They will come back to you.

14. Promote testimonials

Use what people say as the soft-sell endorsement in signage, on social media etc.

15. Adapt and adopt

Be prepared to make a change if something isn't working or stock runs out. Stay after hours and change the stand around. Always keep an open mind and learn on the go, as each state and each show can differ from year to year.

16. Keep what works

Learn from the event and create a file with notes of what worked and what didn't. Take photos and reference it at your next show's pre-planning stage.

See you on the floor.