

BOOTH ETIQUETTE BEST PRACTICES

These tips can be used to train staff for the best possible show experience. At IDDBA, booth etiquette is about respect and successful networking with fellow exhibitors and attendees.

PRE-SHOW

Set objectives for targeting prospect

- Determine # of contacts per day
- Determine how leads will be qualified (#, store, region, sales volume)
- Determine specific needs of prospects
- Determine features and benefits of each product

Determine objectives for the show

- Meet with current or new customers
- New product introduction
- Press promotion
- Train new staff on products
- Follow-up objectives

SHOW

Impressions

Make a good first impression by treating people with courtesy, respect, and a professional attitude.

Eye contact and body language

Show you're approachable and welcoming with your body language, such as a smile, eye contact, and uncrossed arms. Don't miss an opportunity to talk with someone--limit phone use or personal conversations.

Booth Etiquette

Make sure to stay in your booth and keep aisles clear so traffic flows and you can do your best business. Please refrain from entering a competitor's booth uninvited.

Listen

Let attendees tell you their information, stories, and needs before overwhelming them with information.

Samples

Keep samples fresh to practice food safety.

POST-SHOW

Follow-Up

Thank attendees for stopping by your booth and follow-up by sending any materials or information that you agreed you'd send.