

If you've completed the first exercise, you're on your way to a successful exhibit. You have at least three SMART goals backed up with Written Action Plans.

Now it's time to give careful thought to...

## **CRITICAL SUCCESS FACTOR #2: DESIGN YOUR VISITOR EXPERIENCE**

Managing your visitor experience means carefully addressing three areas: 1) your exhibit, 2) your product/service presentation/demonstration, and 3) your exhibit staff.

### **1. Keys to a Successful Exhibit**

Think of your exhibit like a billboard on a freeway. Attendees are driving down the aisle at 70 miles per hour. The first thing your exhibit must do is grab their attention and force them to look at it. Effective ways to make your exhibit more visible include using bold or brand colors in your exhibit property, carpet and images, using strong lighting to draw attention to product displays or imagery, large imagery that is relevant to the audience, using motion or things that blink or flash, and integrating technology such as flat panels, video walls and interactive touch screens.

Once they look, your exhibit must quickly and visually answer the questions of 1) what do you do?, 2) why should they care?, and 3) who are you? Next, your exhibit must be easy-to-enter, navigate, find what they are looking for, and exit. Finally, your exhibit should strongly reinforce your brand identity.

**EXERCISE:** *Set up or look at a picture of your exhibit and assess how well it's addressing these factors. If it's weak in any of these areas, consider making changes before the show.*

### **2. Keys to Successful Presentations and Demonstrations**

CEIR research found the #1 way attendees want to engage with exhibits is through interactive presentations and demonstrations. Give very careful thought as to how you are displaying, presenting and distributing your samples, products and services. **Try making it as interactive as possible.** Show them, tell them, and get them to do something to create maximum impact. Be sure to reinforce your key takeaway messages with well-placed static and or A/V graphics.

**EXERCISE:** *Think through your product or service presentation with emphasis on multi-sensory interaction with visitors.*

### **3. Keys to Successful Exhibit Staffing**

Your people will make or break your success at trade shows. Be sure to have enough staffing during all open exhibit hours. If you're in a medium or larger booth, make sure it is easy for visitors to identify who your staffers are. Have multiple types of staffers, including sales, marketing, technical, customer service, and executives. Be sure everyone looks and acts like they want to be there. Stand up, smile and engage visitors on the perimeter. Quickly welcome and engage visitors who enter your booth. Spend the first few minutes asking questions about the visitor; who they are, why they are visiting, and what prompted their interest in your products/services. Avoid staff behavioral mistakes that reduce booth traffic like sitting, looking

disinterested, talking with other staffers, texting or talking on cell phones, and eating or drinking in the booth.

**EXERCISE:** *Get your booth staff together and discuss your staffing game plan and the rules of effective exhibitorship before the show.*

To help you prepare, please be sure to access these educational and inspirational materials. All are available on the Exhibitor Resource Center web page:

- View On-Demand Webinars:
  - How to Make Your Exhibit Stand Out From the Crowd
  - Meeting Attendee Needs: How to Develop Immersive In-Booth Learning Experiences
  - Secrets of the Aisles: How to Execute More Effective In-Booth Interactions
- **Read:**
  - Why Should an Attendee Visit Your Booth?
  - Exhibiting is a Contact Sport: How to Gain Purchase Consideration and Build Recall With Demonstrations
  - Staffing for Success
  - Tradeshow Attendee Rules of Engagement
  - Conducting a Successful Pre-Show Staff Meeting

The Exhibitor Resource Center is your one stop place to access critical knowledge tools and resources. Please be sure to visit and share the link with everyone involved with your exhibit program.



**Got Questions About Completing this Exercise?**

Email your questions to NAA's Tradeshow Productivity Expert

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