

Show stopping

Our top 10 tips for attracting the right visitors to your exhibition stand

- 1 Decide upon your aims – what do you want to achieve from the exhibition? Are you looking to develop leads, build your database or generate sales? Keep coming back to your aims and make sure that everything you are planning helps you achieve them.
- 2 Negotiate your stand position to ensure that your stand is in the right place to be seen by your customers. Is there an area of the exhibition for your market segment? Where will your competitors be?
- 3 Brand recognition – ensure that your stand reflects who you are as a company, and that your customers will recognise you from your stand (keep your message consistent across your stand, your brochures and fliers and your website)
- 4 Look at your stand from all angles; ensure that whichever way visitors arrive, they see your key messages.
- 5 Experiment with different ways to get your message across – lighting, screens showing presentations, posters, roller banners, pop-up displays and signage can all play a part.
- 6 Spread the word – make sure people know that you are exhibiting, make use of social media and any PR opportunities that might be offered by the exhibition organisers, invite your customers to come along to see you at the show and link to the show from your website.
- 7 Plan your stand staffing – choose the right people for the job, have enough people to allow for staff to have breaks away from your stand throughout the day so that they can keep their enthusiasm and energy levels high. Hire freelance exhibition stand staff if needed but ensure that you always have your own staff on hand too to answer any in-depth questions.
- 8 Brief your team - be sure that the people manning your stand know what your aims are and work to achieve those. Friendly stand staff who are approachable rather than pushy will boost visitor numbers.
- 9 Think carefully about freebies – go back to your aims and decide if you need to give away goodies on your stand. If you're aiming for sales then perhaps have some gifts for customers who buy from you, or if you are looking to build your database then maybe run a prize draw. Make sure that anything you do give away relates to your business and reflects your brand values.
- 10 Exclusive show offers – visitors to exhibitions like to feel that they have got something special that they couldn't have got elsewhere, so consider a special show offer, exclusive to visitors (this often secures coverage in pre-show publicity by the organisers too).

Finally, once you're there and the hard work is done, then don't forget to enjoy it! Talking directly to your customers is a privilege, make those who visit your stand feel valued; use this opportunity to find out more about who your customers are.



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