

Notes for Stand Teams

Exhibitions & Expos



1. These events are an effective way to put your company/organisation's name "on the map".

Your input can make a difference - you could capture that "one" lead which turns into the largest client or customer your company/organisation has ever won.

2. Your role is to obtain the details of as many visitors as you can.

Ideally using any questionnaires provided (these may be produced for your use in paper form or to complete on a mobile device), or by gathering business cards.

3. Arrive ready to enjoy the day - think about how you'd like to be approached if you were attending the event as a potential "buyer" or key-decision-maker, hoping to find the best supplier for a particular product or service at the event.

Smiling faces and a cheerful greeting get conversations started and bring people to your stand. You should have plenty of support and lots of marketing collateral to hand over.

Depending on the event and venue, your employer may also have set up demonstrations or fun events to encourage people to visit the stand, and there may be promotional merchandise available to give to visitors.



4. You'll meet a number of people during the day: some will be interested in what you have to say, a few may need gentle encouragement and others will simply want to avoid eye contact and walk on by.

A friendly "Hello" or "Hi" can encourage all three groups to come and talk to you, especially if you show an interest in what they do or are looking for:

"Hello there, would you like to tell me what you're looking for today?"

"Hi, would you like to take part in our demonstration? - it's great fun"

"Hi, would you like to enter our competition? - there are lots of prizes to win"

Note: These questions are designed so delegates tell you about themselves first, rather than have you bombarding them with "me, me, me facts and stats". It's a far better way to encourage people to approach you.

5. Once you have their interest, listen to what they have to say.

You can't help everybody - some delegates will be at the event for very specific purposes.

If it's clear within a few minutes that your company/organisation is not for them don't be afraid to let them go. But try to get their business card to maintain contact if they are happy to do so - they may need your company/organisation's help a year from now.

6. Don't forget to collect their details - questionnaire and business card.

Some people may not want to do so - in which case simply provide your leaflet and a business card so they can read these in their own time (and call you).

If your organiser has set up a Feedback Board like the one in the photo below, encourage visitors to place their comments and details on it. These are a great way to let other visitors see how your visitors have enjoyed meeting your company/organisation.



7. There will be times during the day when the number of delegates drops off. These are likely to be (i) when a particular seminar attracts a lot of attention and (ii) during lunch, i.e., 12:00 to 2:00 p.m.

Don't get frustrated by this: it's part of a normal Expo day. But you can use this as time to visit other standholders, check out the competition, or simply regroup and take a break.

8. Exhibitions can be an exciting day, especially if you've not been on a stand before, so enjoy the experience. They are also tiring, particularly when a lot of people are attending and your stand is attracting a large number of delegates.

Your stand organiser should build in breaks across the day for the team - make sure you take these.

Don't forget to eat at some point in the day (but not on the stand - that's a "No, No") and drink plenty of water. There's nothing worse than trying to talk with somebody when your voice is croaking !

Most importantly - remember to keep smiling throughout the day.



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