

# TEN EASY WAYS – FRESH IDEAS

You've done everything you can think of, copied the competition's good ideas, even found a few inspirations at your favorite store – but it's time to energize your staff, approach, and exhibit to show clients and prospects you are the best. Here are some ways to inspire staff, electrify your booth, and get your name all over your top shows.

1. Create a Trade Show Trivia Test to teach your staff everything about the show: booth staff rules, product and services, show themes, and badge colors. Send to all via email before the show and award prizes (from your trade show premium samples and collection) for first returned, best score, worst score, etc
2. Have a Sales Contest each day of the show – let the Top Salesperson pick the bar or restaurant for that night, give them a gift certificate to a local or hometown venue, or a day off after the show closes. Motivate them to sell and make it fun!
3. Reward staff for making contact with clients, prospects, and competitors outside the booth. Motivate them to work the show outside their booth schedule and reward them with \$XX per contact or other perk and RECOGNIZE THEM IN PUBLIC.
4. Label bottled water or other catered items “For ABC Company Clients Only” and display them prominently in your booth. Reward current clients and entice prospects with water, brownies, power bars, lunch vouchers, or other goodies.
5. Create room for a coat, bag, or briefcase check in your booth for your best customers. Make yourself known for this so your clients come to you FIRST and make it visible enough that prospects see how you treat the people you serve. If it looks like rain during your show, have umbrellas there to loan (or give) clients.
6. Accessorize your booth with stuff that identifies your company or booth theme. Put pens and other premiums in graduated beakers, bedpans, product shells, or manufacturing equipment. include items your clients and prospects recognize as integral to your business, your products, and your industry.
7. Use tablecloths, chair covers, scarves, ribbons, and rugs with your company logo to get your name all over your exhibit space. Use them at receptions, dinners, and presentations for additional identity and repetitive impact.
8. If the conference allows it, use your company logo pens and notepads at all sessions where your staff present technical papers. Print your booth number on the notepads so they can easily find you on the floor but be sure to give them away on the last day of the show as they are useless after the event closes.
9. Put all of your literature and product data sheets on a business card CD-ROM instead of giving out printed material. They are inexpensive (about \$1 each), easy for clients and prospects to carry, durable, and easy for you to ship. Don't put the show or a date on the CD so it can be used from show to show. Color code them

so you know you are using the latest version at your next show.

10. Be sure your booth, theme, and product have a story behind them and that all staff know the story and how to tell it (keep it short). Create an interest that starts a conversation with a prospect and elicits THEIR needs and problems. Remember your job is to solve their problems, not just tell them the benefits of your company and product.

Educate and motivate your staff, make your booth attractive and interesting, and get your name in front of every attendee. These are just the start of a new era for your company and staff. Just remember to take credit for your successes and be the One Person in Charge of your exhibit marketing program. It's your ladder to climb.

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