

TEN EASY WAYS TO ATTRACT VISITORS TO YOUR BOOTH

Are you ready to bring new life to your current exhibit? Or are you ready to throw it away because no one stopped to see you at your last event? Your answers are ten steps away – tips to attracting visitors to any booth.

1. **Improve your lighting**
Any booth will attract attention if it is well lit. The human eye is attracted to bright lights - be the brightest on your block and attendees will gather like moths to a porch light.
2. **Color your world**
Bright colors are pleasing to our eyes and exciting to our brains. Bright, rich colors provide high contrast and attract visitors to your booth. But be aware of the mood you put people in with the colors you use. Green = nature, Red = excitement, Yellow = optimism, Black = authority, White = purity, Blue = serenity.
3. **Use the soft touch**
Upgrade to quality carpet and padding – your feet, your staff, and your attendees with thank you. The soft feel underfoot gives the impression of quality and class. Tip – match your booth carpet to the aisle carpet to eliminate psychological barriers to entering your booth.
4. **Create an open atmosphere**
Rather than creating physical and psychological barriers to your booth, keep it open and inviting by moving the furniture to the back and sides. This creates space for attendees to come into your booth for discussion and ultimately sales!
5. **Make something move**
Provide movement to attracts attendees' eyes and in turn their bodies to your booth. If your product doesn't move, toss a giveaway into the air (and catch it), move your arms, play with a yo-yo, or blow bubbles. Activity attracts people's attention and piques their curiosity. Be sure to involve your product physically or through a sales pitch or anecdote.
6. **Tickle the senses**
The olfactory sense is our most powerful and smells trigger pleasant memories. Put a drop of vanilla on a light bulb, rent cookie baking equipment, warm brownies, or bake bread to attract visitors to your booth.

7. Personalize your exhibit
Your exhibit doesn't have to be all work and no play. Put a table lamp in your booth, lay down an area rug, use props (holiday, seasons, sports, or regional), or decorate with items you plan to give to key clients – all to attract attention and invite conversation.
8. Invent a corporate dress code
Don't make the attendee search for your staff. Have corporate attire made so that everyone wears the same shirt, tie, scarf, vest, or jacket. Even a simple accessory will let the attendee know whom to approach in your booth or elsewhere on the floor.
9. Go high-tech
Use all the tools at your disposal to provide information to your clients and potential customers. Use websites, email blasts, fax broadcasts, electronic product directory, weblinks, and PDA downloads. Don't pass up these inexpensive and effective opportunities.
10. Staff your booth with the best
While steps 1-9 are great ways to improve your exhibit, nothing will increase your ROI like choosing the right people to staff your booth. Only send your best, happiest, and most outgoing staff – no matter their position within the company. You need people willing and able to strike up conversation with anyone, answer questions about your product, and take lead information.

If the idea of implementing all ten steps seems daunting, take it slow. Try out a few ideas to see how they work with your product and within your industry. Whatever you do, have fun and be comfortable with your exhibit, your marketing plan, and your staff. Your confidence and faith in your decisions will make a difference with your staff and that potential customer.

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