

Booth Requirements & Ideas

Create an Appealing Booth

- Think of your booth as an extension of your business and/or storefront. It is important to make your booth as attractive as possible to prospective clients.
- Remember that you only have one chance to make a first impression. People are visual.
- Do you have a display that you could bring to the show? Is there a visual item in your store or office such as a poster or wall hangings that might make your booth space more attractive?
- Think about the visual appeal from your prospective client's point of view, what will visually attract them to your booth?



Bring Prospective Clients into your Booth

- Think of ways to bring people into your booth.
- Prospective clients are more likely to do business with you if you can bring them into your space, make them feel comfortable and communicate to them how you can meet their needs.
- Give-aways can be good icebreakers and can also help you build your business mailing list.
- Remember that the attendees have come to the home show for a reason, they have a need. Find out what it is and see how you can help them.

Interact with the Crowd

- Talk to the people walking by.
- Interact with them without being pushy or rude.
- Ask them why they came to the home show and what they are hoping to find. Ask them if they own a home.
- Think of a way to welcome them into your space just as you would welcome them into your store, or office.

Dos

Do bring lots of visual displays that are in good condition

Do bring your business materials

Do give away a prize, food or candy

Do talk to the attendees

Do conduct yourself in a professional and friendly manner

Do bring your own power strips and extension cord if you requested electricity!

Do bring a pop-up tent or umbrella if you are outside!



Don't

Don't just bring a banner and business cards

Don't sit and wait for prospects to come to you

Don't knock your competition

Don't bring a bad attitude

When your business is
successful at the event ~
the entire event is
successful!

If you have any questions about how to make your booth more appealing or just want help with ideas, please give us a call.