

Day of Expo Tips

How to Have a Successful Show

Courtesy of: HAA Membership & Marketing Department

- **Relax:** It's hard to talk to a customer when you are out of breath from rushing. Allow yourself about 15 minutes in the booth before you go on duty to get settled.
- **Social Media:** We encourage you to post on your social media channels on the day of the show to broadcast any contests or happenings. The show hashtags are **#HAAEXPO2021** **#SEEKOPPORTUNITY**
- **Presentation:** Present yourself and your company in a friendly, semi-casual way. The "Show Look" should be professional but approachable, like a shirt-tie combination or uniform look. Games and interaction activities are strongly recommended to attract prospects to your booth.
- **Don't Lose a Sale:** Over 2/3 of all sales are lost due to the indifference of the people staffing the booth. Keep your staff positive, enthusiastic and professional at all times.
- **Let Buyers Into Your Booth:** The layout of your booth has a great impact on your show results. Have your resources (brochures, business cards, etc.) on a table on one of the side walls. Encourage current customers and "social" visitors to step to the back of your booth and leave the front area of your booth open to those prospective buyers that are seeking answers to their problems and needs.
- **Sell to More Than One Visitor:** You and a prospective customer are in your booth, you're answering a specific questions and someone else enters your booth and the edge of your conversation. Include this person by making eye contact with both the newcomer and the person you have been talking with.
- **Use Scanning to Read Name Badges:** Glance at each name badge and pay attention to the color coding so you know who you are talking to. If you do not get all of the important information from your first glance, work the questions into your conversation with the prospective new customer.
- **Avoid Lurching at Prospects:** Stand at the front of your booth (not behind a table) and stand at an angle to the aisle, not directly facing it.
- **Exhibitor Etiquette:** Don't take other promotional giveaways from other exhibitors. Never enter another exhibitor's booth. You may be taking up their time and they may miss a potential prospect.
- **Educate Your Prospects:** It may be nice to have a drawing to build your "Lead File", but remember, this doesn't help the prospect solve his/her problem or educate them about your company.

- **Attitude and Behavior of the Staff:** The attitude and behavior of the staff working your booth will determine over half of the impression a prospective customer has. Keep your staff positive and professional. (No smoking, drinking, eating, staffer chit chat, etc.)
- **Find Your Greeting:** The best greeting or opening line is to thank someone for stopping by and ask them what interested them in your exhibit. If you ask "May I help you?" most people will say "NO".
- **Listen:** The more you listen, the more sales you'll make. Talk to ask questions and for clarification, but let the customer speak to give you the information you need.
- **Increase Your Presentation's Impact:** By combining verbal and visuals into your presentation, you can increase the prospect's retention by 65%.
- **Soft Sell Your Prospect:** You can close a sale with a soft sell. A hard sell will usually turn-off the prospect.
- **Take Notes:** Repeat what the customer has told you and write it down. (Over 50% of what someone is told is forgotten within one minute.)
- **Let the Customer Close Him/Her Self:** The customer can tell you how to close themselves if you ask the right questions..."What would you like to have happen next?"
- **Handling Complaints and Problems:** Thank them for bringing it to your attention and for their commitment to helping your company meet their needs.
- **Learn About Your Prospects and Customers:** A general rule is that it takes being exposed to a product or service 3 times before it can be accepted. Another 7 contacts have to be made to have the product/service considered. And it can take up to 11 months to create a relationship. So take this time to begin to establish a relationship and learn all you can about your prospects and clients.
- **Follow up:** After your show, make a second contact with your new leads and to current customers that may have visited your booth. Sometimes a simple email to say thank you with a link to your website will do the trick. Make sure it's personal at the same time.

EXPO GEAR CHECKLIST

Make sure you have the essentials when participating in the Houston Apartment Association Expo. You can never be too prepared!

Pre-show Promotions: Promote your company and invite prospective and existing customers to your booth. Best ways to pre-show promote: advertise your booth number via ABODE magazine, direct mail, email, phone call, faxed invitation, and/or personal letter.

Must Haves:

- Exhibit
- Business Cards
- Literature and Brochures
- Product Samples (for display only – no direct sales are allowed on the show floor)
- Computer equipment, if it is an interactive part of your exhibit (internet service for purchase is available through the show decorator)
- Pens and highlighters
- Notepads or paper (for visitors as well)
- Stapler and paper clips (Staple remover)
- Give away items, if any
- Drawing box, if any
- Something to keep all the business cards you'll be getting and maybe a log to contact specific people for a specific reason after the show

Personal:

- Good comfortable shoes
- Pain relievers
- Antibacterial hand sanitizer
- Facial tissues
- Sewing Kit/Safety pins
- Band aids
- Energy bars
- Breath mints

Keep on Hand:

- Strong tape
- Scissors or pocket knife
- Paper towels, duster, and cleaning agent to clean displays
- Trash bag
- Screwdriver and/or wrench
- Extra screws, nuts, nails, etc.
- Extra extension cord (Electrical services purchased through show decorator)
- Extra light bulbs if part of your exhibit
- Hand held vacuum cleaner (Show management does not provide vacuum service)

Travel:

- Confirmation numbers (hotel, rental car, airline, etc.)
- ID, credit cards and cash
- Extra clothing and personal items

Shipping:

- Shipping labels for return shipments
- Packing tape
- Instructions for return shipment

General:

- Contact list for your teammates/coworkers in case you need to call them
- Business attire is usually preferred
- Store personal items hidden from view of your guests

A few don'ts to consider:

- DO NOT BREAK DOWN EARLY! This will appear that you have “had enough” to the attendees and may prevent a last minute prospect from approaching your booth. Breaking down early may result in your booth space to be cancelled for the following year
- Smoking is not allowed in the exhibit hall
- Try not to eat in your booth
- Try not to talk on your cell phone unless absolutely necessary when manning your booth. You want to appear available to your guests
- No alcohol beverages can be given away either directly or via door prize in your booth unless purchased from ARAMARK. Beverage tickets may be purchased at the drink ticket sales booth at the show entrance
- Do not have more representatives in your booth than the allotted number allowed for the space. Any booth or exhibit violations may prevent your photo from being featured in our publications and being asked to leave the hall