Maximize Your Exhibit Space Success

DO



Engage With Visitors

Make eye contact and smile! Have your elevator pitch ready to go. Be available during high-traffic times.



Create an Attractive Display

Use bold visuals and interactive elements. Highlight your value clearly and visibly.



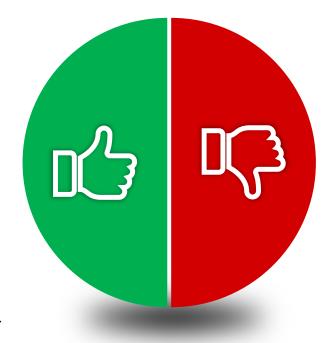
Offer Value

Provide giveaways or run live demos. Give attendees a compelling reason to stop.



Utilize Pre-show Rosters

Reach out to attendees prior to the event. Set up meetings via personal invitations.



DON'T



Ignore Visitors

Don't sit and scroll on your phone.

Don't wait for attendees to approach you.



Overload Your Space

Don't clutter your space with too many items or unclear messaging.



Rely Solely on Handouts

Don't assume attendees will engage just because you forced them to grab a flyer.



Just Show Up

Come prepared and with a plan.
Participate in education and networking events.
Use the post-show roster for follow up.