

# Maximize Your Exhibit Space Success

## DO

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### 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

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### 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.