

## Tips for Booth Behavior and Trade Show Etiquette

Now that you have some great ideas on how to enhance your booth presentation, here are additional tips that can leverage your success at the Show. Booth etiquette and staff behavior is an extension of your company's identity and brand. Without proper etiquette, no matter how beautiful your booth presentation, it will be overlooked if the attendee experience is a poor one.

See below for important tips on how to best represent yourself at the Show.

### Booth Etiquette & Behavior

#### Do's:

- **Smile:** A warm and inviting sales representative with a smile sets your first impression with buyers.
- **Be Enthusiastic:** Keep an upbeat attitude. Early mornings, late nights, entertaining clients and prospects are all part of the trade show grind. However, your job is to be positive and engaging with buyers.
- **Be On Time:** Be on time and be ready to greet attendees.
- **Get a Good Night's Sleep:** A trade show is hard work. Your body needs time to recuperate from a long day of standing on your feet. Don't risk losing a customer because you are tired, didn't get a good night's sleep and not mentally sharp.
- **Take A Break:** Be sure to take a break during the day to have lunch, stretch your legs and mentally disconnect from the Show floor for a few minutes. Taking a break allows you to refresh and rejuvenate. Dining and lounge facilities are located off of the Show floor for your convenience.
- **Greet:** The power of greeting as a conversation starter lets buyers know they are invited to enter your place of business. Greeting a buyer is the first step in your sales pitch. Approach them with a smile, offer product information, suggest items to add to the order and finally, close the sale and thank the purchaser.

#### Don'ts:

- **Stay up late:** Trade shows are hard, hard work. Although there is no harm in getting together with your colleagues after the Show day, staying up late has no place at a trade show. Dozing in your booth can be hazardous to your Show.
- **Sit:** Sitting gives attendees the impression that you don't want to be bothered. Don't give them a reason to pass up your booth.
- **Read:** Reading your tablet or cell phone gives attendees another reason to pass you up.
- **Eat, Drink or Chew Gum in the Booth:** There are so many reasons why you shouldn't eat, drink or chew gum in your booth, so just don't do it.
- **Talk with Other Booth Staff:** For the same reason you shouldn't be on your tablet or cell phone, talking with other booth staff gives buyers the impression you are busy and they won't want to bother you. Your job at a trade show is to talk to customers, not each other.

### Dress and Grooming:

Your wardrobe selection during the Show states a great deal about the presence within your booth. Don't wear anything that will detract from your booth. Wear appropriate attire and be sure to wear comfortable shoes. In terms of wardrobe selection, the last day of the Show is the most flexible as you may have to perform tear-down duties at the close of the Show. Make sure your appearance is professional and tidy. Haircuts, ironed clothes and showers may seem obvious but are small details that should not be overlooked. Your appearance portrays your company's philosophy and identity to attendees.



## Cell Phone Use:

Gathering data for lead retrievals through your cell phone is encouraged by IHHS. Other types of cellular phone use that impedes on possible sales is not encouraged. While on the phone, your body language might inadvertently send a message that interested buyers may not be welcomed in your booth. Keep your body language open and warm for striking a conversation leading an order. [Click here for Lead Retrieval Information.](#)

## Tidy Stands:

Many times the activities during the Show take exhibitor personnel away from the general tidy quality of their booths - especially in the "office" areas where paperwork and computer tasks are performed. It's a good idea to check this area throughout the day: keep papers filed neatly, arrange equipment nicely, remove empty drink containers and garbage from work areas. Some exhibitors use stackable plastic drawers or a fashionable box for storing their potentially messy files, office supplies or even a change of shoes.

## Prospects:

- **Don't Ignore Prospects:** Your job is to engage any attendee who walks into your booth. Attendees do not like to be ignored. Even if you are busy, acknowledge the person and let them know you will be with them shortly.
- **Don't Underestimate Prospects:** IHHS is an international show and buyer attendees come from around the world representing different cultures and customs. Don't let appearances fool you. Buyers tend to dress comfortable and casual so don't interpret their appearance as being unimportant.
- **What's in a Name?** Don't discount unfamiliar company/retailer names. Just because you may not recognize the retail name doesn't mean it isn't an important buyer. Any prospect can lead to a large sale. Also, be aware that many name retailers will wear other badges because they don't want to be recognized.
- **Use the Prospect's Name:** Make a concerted effort to remember the prospect's name and use it during the conversation.

## Other Tips:

- **Designate Personnel:**
  - **Media Contact:** If you don't have a public relations person, designate one staffer to talk with any media who come to your booth. This way you guarantee your message is consistent and correct and the media have one person to follow up with after the Show.
  - **Specialty Retailer Contact:** Specialty and independent retailers are often intimidated by large booths. When you greet these buyers, make them feel comfortable and have a designated person to work with them even if you don't do business with this retail channel. It is important to build relationships as it reflects on your company's image.

We hope these tips will help you to achieve your highest sales potential! Now it's time to move in, set up your booth, take orders and have fun at the Show!

