

Exhibition ebook

10 Best Practices to Increase Leads,
Brand Impressions and Overall ROI

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Tactic 1: Clearly Defined Roles

It's a fact, **people want to know what's expected of them.**

Take the mystery out of where and when people should be at the booth.

Divide your booth into stations, **assign station captains** (usually the marketing team) and ask them to organize the messaging, and engagement points for each of the stations. Chances are you'll get **more interest and energy** from the booth team by simply handing over some of the responsibility.

It's management 101! Put your trust in people and they'll want to be worthy of your trust. Ask each captain to write a short playbook of what's going on in that station.

What are the key messages, what can we teach the visitors, how can we get them to interact?



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Tactic 2: Make it an Educational Experience

Gone are the days when visitors walked around with an order form or check book in hand. **They want to learn something and most of all to be entertained.**

Make each of your stations engaging by staging some kind of presentation which will educate the audience. Have a small sound system and wireless mics for the presenters and get the audience involved as much as possible.

Visual aids can help of course but are not mandatory. **The key is to have some animation on the booth at regular intervals.** You'll engage more people by enticing them to stop, look and listen, and gain more interest for your company, brand and products.



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Tactic 3: It's a Team Effort

We are all just big kids at heart. We all want to be on the winning team so we can participate in the celebrations and interactions that make us human.

Creating the team spirit at the booth is critical to **generating quality leads** and also having some fun. Exhibitions don't have to be dull! Here are a couple of ways to energize the booth team and spice up the days and evenings.

- **Assign a team motivator** – someone with charisma and a strong personality to rally the troops each morning at the pre-show meeting.
- **Finish the day sharply**, congratulating everyone and giving quick recount of the lead capture.
- **Don't have long drawn out dinners.** People enjoy more the after dinner activities at the bar.



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Tactic 4: Pre-Show Prep

Don't expect the booth team to show up on the day and be engaged

if they've had no communication in advance.

Send out weekly notices to the team at least one month **prior to the show** with useful information, booth layouts, station captains, special events, lead capture goals etc...

Organize several conference calls where each of the station captains takes a few minutes to **explain the program** and what's expected.

Give an opportunity for people to ask questions, offer ideas and **generally be involved in the process.**



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Tactic 5: Dress-for-Success: The Myth of the Suit

On this topic, there are really no right or wrong answers. Some companies like the more conservative approach with dark suits and a booth-theme tie (LOL). Others go for the sweat-pants and polo shirt.

It's all the same and makes not the slightest bit of difference, although one could argue that comfort for the people manning the booth should be a top priority.

As long as there is a theme and the people are consistent with it, just do what feels right with the company culture.

A consideration is that healthcare professionals are often casually dressed and may be intimidated by a team of dark suits.

Be open, be friendly, and let your attire support those traits.



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Tactic 6: Just here for the Leads right?

Leads, leads and more leads..... After all this is the reason we come to this show right?

Well, yes, that is true but there are other reasons such as brand impressions, networking, tapping into customer knowledge, evaluating competitive threats, teambuilding, training and gauging new product interest.

It's also a great opportunity to **show the company leadership how well organized you are** and how clear the messaging is. This will harness support for future funding requests.

Leads are undoubtedly the biggest reason to attend the show but don't miss out on all the other opportunities to **make the show a great learning experience on many levels.**



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Tactic 7: Lead Capture, no hand-scribbled notes please

It's amazing that, in this World of technology, still so many companies hand out a pen with a pad to capture the visitors' details.

Well, look no further, **Salestratus® Spark** is the all-in-one answer. You can **capture business card or barcode details automatically, customize your Q&A, record voice notes, connect to the show's API, and download the data at the touch of a button.**

Simple, easy to implement and best of all, **Salestratus® Spark** is on your own device and works offline. You can't go wrong with this system, especially if you want to connect your data to a CRM.



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Tactic 8: Hand out the Playbook

Now that you've got a great handle on how to run your booth, and before you learn the most important of all rules in Tactic 9, begin to lay out all this in your Exhibition Playbook.

This can be a simple multi-page pdf which is a **practical guide to all things about the show and your company** - Hotel details, booth layouts, stations and their captains, animations, booth team, special after-hours events, dress code, transport details etc...

This is the tradeshow Guide which has everything you need to know and more. But remember, **simplicity is the key. Make it easy to read and find information and sections.**



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Tactic 9: The 3 Most Important Words...

Tactic #9 can be the **most powerful element of your whole booth.**

Done well and enthusiastically, it can be the catalyst that **doubles your lead count, customer engagements and brand impressions.**

Let's face it. **It's hard** to just walk up to a stranger and **strike up a conversation** but there are ways of doing it that can make all the difference.

Think of the opposite scenario, where team members just stand around on the booth looking hostile to all who dare enter the booth. Don't let that be your booth! **Create a culture of engagement** and make it clear in all communications but also in the choice of the **people at the booth.** Give a list of **engagement phrases** that might help people get into a conversation.

ENGAGE ENGAGE ENGAGE !

Hi, Did you travel in today?

Hi, if you need a drink or snack please don't hesitate?

Hello, wow it's busy right now. Can I get a demo set up for you?

If you'd like to rest your legs you're welcome to sit down for a while

Have you heard of our company before?

Hello, how is the exhibition today?

Hi, where are you from?

Hello, things seem pretty quiet. Have you seen anything interesting?

Which organization do you work for?

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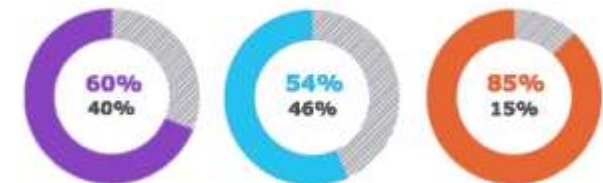
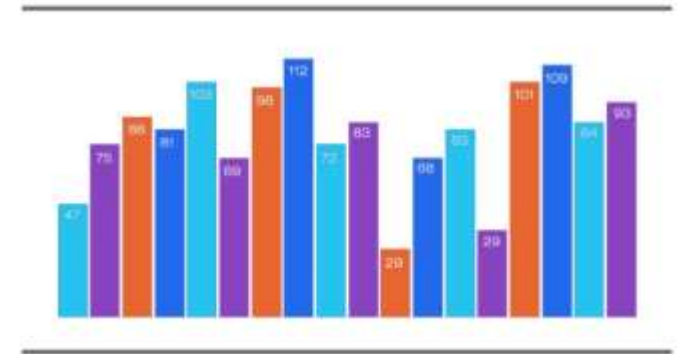
Tactic 10: The Feedback Loop and booth summary

Continuous improvement is a beautiful thing. Make sure you survey the booth team, the visitors and the executives on the overall experience. Ask openly and willingly for **feedback to drive engagement and improvements for future events.**

Send out a booth summary with the **lead count, significant feedback** and most of all **offering gratitude** for the efforts of everyone involved.

Include a survey with the Salestratus tool which can be used randomly with visitors in the aisles. This can be **linked to brand recognition** for your company.

Give out a ticket to survey participants to drop off at the booth for **a chance to win a prize.**



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