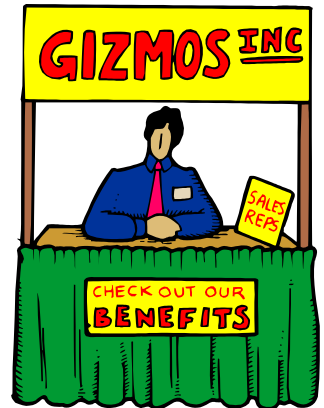


EASY WAYS TO ATTRACT VISITORS TO YOUR BOOTH

1. **IMPROVE YOUR LIGHTING.** The human eye is naturally attracted to bright lights.
2. **COLOR YOUR WORLD.** Bright colors in high contrast will attract & excite visitors. Bright colors are pleasing to our eyes and exciting to our brains. But be aware of the mood you put people in with the colors you use. Green = nature, Red = excitement, Yellow = optimism, Black = authority, White = purity, Blue = serenity.
3. **USE THE SOFT TOUCH.** Upgrade to quality carpet. But match the color to the aisle carpet so there are no physical or psychological barriers to your booth.
4. **CREATE AN OPEN ATMOSPHERE.** Eliminate all other physical and psychological barriers to your booth by making it open and inviting. Move the furniture to the back and sides to create space for attendees to come into your booth for discussion and ultimately sales!
5. **MAKE SOMETHING MOVE.** Movements attract people's eyes and in turn their bodies! Provide movement to attract attendees' eyes and in turn their bodies toward your booth. If your product doesn't move, toss a giveaway into the air (and catch it), move your arms, play with a yo-yo, or blow bubbles. Activity attracts people's attention and piques their curiosity. Be sure to involve your product physically or through a sales pitch or anecdote.
6. **TICKLE THE SENSES.** Smells can trigger pleasant memories. Put a drop of vanilla on a light bulb, rent baking equipment to warm brownies, or plug in a heated potpourri unit.
7. **PERSONALIZE YOUR EXHIBIT.** Your exhibit doesn't have to be all work and no play. Put a table lamp in your booth, lay down an area rug, use props (holiday, seasons, sports, or regional), or decorate with items you plan to give to key clients – all to attract attention and initiate conversation.
8. **INVENT A CORPORATE DRESS CODE.** Have corporate attire made so that everyone wears the same shirt, tie, scarf, vest, or jacket. Even a simple accessory will let guests know whom to approach in your booth & elsewhere in the show. Don't make the attendee search for your staff.
9. **GO HIGH-TECH.** Use all the tools at your disposal to provide information to your clients and potential customers. Use websites, email blasts, fax broadcasts, electronic product directory, web links, and PDA downloads. Don't pass up these inexpensive and effective opportunities.
10. **STAFF YOUR BOOTH WITH THE BEST.** While the above steps are great ways to improve your exhibit, nothing will increase your ROI like choosing the right people to staff your booth. Only send your best, happiest, and most outgoing staff – no matter what their position within the company. You need people willing and able to initiate conversation with anyone, answer questions about your product, and record lead information.



FROM THE EXPERTS ...

- **"I am just looking."** If you get that response, don't push. Invite them to browse, point out a few things of interest in the exhibit and let them have the freedom to look. They'll ask questions after a minute or two.
- **How to connect.** Don't say "May I help you?" or "How're ya doing?" Everybody says that. For example: "Welcome! We're providing new information on how rates are going to be changing because of new regulations." Offer ideas and use open-ended questions that encourage more than just a one-word answer from your prospect.
- **Don't make them wait.** Make sure you have enough staff to adequately handle your booth. Research indicates that 58% of expo guests will not wait longer than one minute for a sales representative's assistance.
- **Refreshments help.** Research indicates that 70% of customers like to receive a beverage or snack from exhibitors and that it makes them more likely to buy.

MORE GUIDELINES FOR EXPO EFFECTIVENESS

1. **Focused objectives.** Don't fall victim to the common show fallacy that your booth can be everything to everyone. It all starts with having a focused objective – the one or two results that will justify your show participation.
2. **Pre-show promotion.** The show promotion that the Chamber conducts will bring qualified prospects to the door. Your promotion will bring them to your booth. Don't ignore this crucial element to your success.
3. **Effective follow-up plans.** When the show is over your real job begins, and it has to happen as quickly as possible. In order to make sure your leads turn into business, your follow-up plans should be finalized long before the show starts.
4. **Reasonable staff schedule.** Working a booth can be grueling. In order to ensure that your staff is at their best, regular scheduled breaks are necessary. Every 3-4 hours is the ideal length of time to spend at a booth before a break is needed.
5. **Good informative literature.** It seems like everyone wants your brochures. In order to ensure they are read, have fewer brochures to give out. Take the names of those who are really interested and mail material to them after the show.
6. **Have fun.** Expos can be exciting, challenging, and fun. If you can approach your show with this attitude, your positive outlook will rub off on the attendees.

A RECIPE FOR SUCCESS

- **Bold colors** attract. Lighting can increase awareness of your exhibit by 30% to 50%.
- Use **graphics** sparingly – Remember this is an exhibit to get the attendees' attention; it is not a test to see how much information can fit in one booth. Place graphics above the sightline. If they are lower than 36" on a back wall, graphics will not be seen when people are standing in front of them.
- **Size matters.** Make sure that unless you use large-scale props as a draw, everything fits the booth, otherwise access becomes difficult.
- **Change positions.** Plan your booth layout so that your product demonstrations are located away from the clogged aisles to allow serious customers the opportunity to view them uninterrupted.
- **Do not spread it.** Placing literature, product samples and giveaways on a table for attendees to "grab-and-go" defeat your purpose at a show which is to have the staff interact with visitors.
- **Names count.** Display the product or company name most recognized by attendees.



- People are drawn to "**freebies.**" This might be as simple as a dish of wrapped candies, a pencil or pen, or as unique as a free trip to New York.
 - Try to stay away from using **discounts** on your product/service as a door prize, unless they are very substantial.
 - **Door prizes** are a great way to generate traffic and gather names and addresses. (Ideas: dinner for two, movie passes, overnight stays, savings bonds, etc.)
 - **Attitude** is everything! Be ready with a friendly voice, smiling face and "intro" as people approach your booth.
- Have a **professional look** appropriate to your business.
 - **Don't sit** behind your table. Stand up; greet people as they pass your booth. Make eye contact. Give them a pleasant invitation to stop and chat with you.
 - Acknowledge your present customers, friends and neighbors, but try to focus on the **new faces.**
 - Don't overlook your fellow exhibitors – they are also your **potential customers.**
 - **Don't leave** before the end of the expo. It gives the impression you have nothing worthwhile to offer the remaining crowd.

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