

## 35 GUIDELINES FOR EXHIBITING DOs and DON'Ts

### DOs

- 1. Prepare for a successful show.
- 2. Dress according to the company's dresscode – uniform or other requirements.
- 3. Wear your name tag on upper right side (avoid wearing a lanyard).
- 4. Wear comfortable (worn in) shoes. Consider having a second pair to change into if you work a very long shift.
- 5. Know the booth layout.
- 6. Know the products being displayed.
- 7. Qualify the prospect with powerful questions.
- 8. Determine the prospect's needs through your questioning.
- 9. Relate your product to those needs during your presentation/demonstration.
- 10. Know your competition.
- 11. Be polite and firm with tire-kickers.
- 12. Walk around the show and familiarize yourself with what's new in the industry, even if you're a market leader.
- 13. Help keep the booth clean and neat.
- 14. Be enthusiastic.
- 15. Be confident.
- 16. Know who else is working the booth and their area of expertise.
- 17. Be nice to "LOOKERS".

### DON'Ts

- 18. Sit, read, smoke, eat, chew gum or drink in the booth.
- 19. Ignore prospects by forming a cozy cluster and chatting with colleagues.
- 20. Use the booth/cell phone while visitors are around.
- 21. Leave the booth without informing colleagues.
- 22. Be late for booth duty.
- 23. Close off conversation by crossing your arms.
- 24. Use inappropriate/negative body language, e.g. fig leaf.
- 25. Stand with your back to the aisle.
- 26. Say "Can I help you".
- 27. Lean on booth furniture.
- 28. Drink alcohol or eat garlicky or spicy foods during the day.
- 29. Complain.
- 30. Wear new shoes or high heels.
- 31. Talk negatively about the competition.
- 32. Let the booth get untidy.
- 33. Get into over the fence conversations with neighboring exhibits.
- 34. Congregate at your booth when you are off duty.
- 35. Be unprofessional.

