

Know Your Trade Show Booth Etiquette

Increase Trade Show ROI.

STAFF TRAINING

- Make certain every member of your booth staff knows your product/services and the general profile of trade show attendees. All booth staff should be trained to relate to show attendees by striking up conversation around how they are currently doing business and how your products/services fit into businesses like theirs.
- Script engaging and thought-provoking questions for booth staff. Training booth staff to ease into a product/service discussion by asking key discovery questions.
- Train your booth staff on how to qualify a booth attendee, how to move the attendee from being a cold prospect to warm, or warm to hot.
- Train your booth staff on how to gain a commitment for a follow-up meeting, including scheduling a specific date and time along with specific action items.
- Train your booth staff on how to handle questions they cannot answer.
- Train your booth staff on how to work with booth give-a-ways (pens, flashlights, calculators, prizes, etc.).
- Train your booth staff it is never appropriate to check voicemail, email, or work on a computer or other device while the show floor is full of attendees.

DRESS CODE

- Dress appropriate according to company policy. When company attire such as logo apparel is provided, check with your company on their preferred dress to accompany the apparel provided.
- Comfortable professional footwear is very important, booth staff spends nearly 100% of the trade show time standing by the booth or walking to and from break areas or the restroom.
- Do not wear cologne or perfume, this may be off-putting to some and could cause allergic reactions for others.



STAFF HOURS AND BOOTH SPACE

- **Booth Set Up:** The booth staff should arrive within sufficient time to assemble the booth and prepare the space for show attendees before the event opens.
- **Booth Space Storage:** Store all boxes, supplies and any booth trash can out of site of the booth attendees. Keep booth space free from clutter.
- **Booth Breaks:** During show hours, the booth should be staffed 100% of the time. If this is not possible, breaks should be limited to 5 to 10 minutes, and held when the show floor is quite.
- **Booth Breakdown:** The breakdown of the booth should never begin until the show floor has been completely closed to attendees.

GREETINGS AND BODY LANGUAGE

- Smile, greet attendees and thank them for stopping by your booth. Standing in front of your booth is most preferable.
- If seating for booth staff is needed, choose tall chairs or stools to place your eyes at the same eye-level as show attendees.
- Engage in conversation with show attendees rather than booth colleagues.
- Sit down only if there are no attendees on the show floor or if a prospect or client asks to sit down with you.
- Offer open and positive body language. Do not turn your back to attendees, cross arms, or legs. Stand up straight, keep your hands out of your pockets, roll your shoulders back, and keep your chin up.
- Be mindful of neighboring booths, including people in and around your booth.
- Do not enter the space of another exhibitor.
- Thank attendees for spending time at your booth when they leave.

FOOD OR BEVERAGES FOR BOOTH STAFF

- Avoid eating, drinking and chewing gum within the booth. Breath mints are acceptable, provided they do not inhibit your speech and do not appear visible in your mouth while in conversation with show attendees.
- All food and beverages should be consumed away from the booth space.
- After consuming food or beverage, visit a restroom to check your face, teeth, and clothing for crumbs, stains, or anything on your person that may be off-putting to booth attendees.



For more information or for help with training your booth staff, contact:

Amy Juers, President & Founder
Edge Marketing
651-450-9090
ajuers@edgelegalmarketing.com
www.edgelegalmarketing.com