



Trade Show Booth Etiquette

Keep The Entrance Open

Do not block the front of your booth with a table. You want to invite the potential customer in and a table positioned at the entrance prohibits this.

Stay A Foot

A seated sales person tells the prospect to move on and not disturb them.

Standard Attire

Wear standard attire and comfortable shoes. Arrive early and plan on staying late. Wear your name badge on your right side so the badge faces your customer's direction when shaking hands. Speak slowly and clearly. Do not carry on extensive conversations with fellow staff members when prospects are around.

80/20 RULE

Remember the 80/20 rule! 80% of the time the prospects should be speaking and 20% of time you should be speaking.

Control the Contact

Never start a conversation with "Can I help you? Avoid questions that can be answered with a simple yes or no. Introduce yourself and ask a leading question such as: "Do you have any special purpose for attending the show?" "Thanks for stopping. What attracted you to our booth?" "How are you familiar with _____ (your company name, product and or service)"

Your Product Did Not Work

If an attendee comes to your exhibit to complain about a service/product, lead them to an area that is out of hearing range of other attendees to address their concerns.

I Need a Break

Exhibit staff, including you, should not work more than two hours without a break. Breaks allow staffers to recharge their batteries in order to remain alert and friendly.

Reach Out!

Most importantly...do not sit in your booth waiting for attendees to come to you. Reach out and encourage them to visit your exhibit or engage in conversation.