



LowerMyShowCosts

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5 tips for today's exhibitor

1. Try to exhibit in a 20x20 space for your main/annual tradeshow, strive to maintain a 3-year commitment (it takes more than one year to establish credibility and course correct)

Check out our -By The Numbers 20x20 shopping guide to see you possible savings www.lowermyshowcosts.com)

2. Be sure to *invite enough* guests to *confirm enough* pre-qualified contacts *to ensure your ROI before* the show begins. Integrate this effort into you CRM

(Use our ROI calculator to identify the number www.lowermyshowcosts.com)

3. Be sure your brand is graphically up to date and clearly reflects your company's unique value

4. Present your brand *offering* clearly and simply, so it can be seen from:

- the exhibit hall entrance
- the walk up to your booth
- as you enter your booth
- once in the booth and engaged with your staff

5. Consider a booth design that evokes a kitchen like ambiance that enables engagement with your guests. Then ask questions, collect responses, track interests and follow up **5a. Last but not least - Beware of outdated advice.**

Visit www.lowermyshowcosts.com to down load our calculators