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# LowerMyShowCosts

## 5 tips for profitable exhibiting:

- 1. Try to exhibit** in a 10x20 or 20x20 space for your major trade show(s) and if possible, try to exhibit in the same show for more than one year. Our research confirms it takes more than one year for an exhibitor to be seen as credible in the buyer's eyes. This is made even more challenging since most attendees do not attend the same shows year over year.
- 2. Check your numbers!** Please use our free ROI calculator to confirm your ROI formula before the show begins.
- 3. Be sure your brand** is graphically current and clearly reflects your company's unique value in a matter of seconds.
- 4. Present your brand and 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
  - in the booth engaged with your staff
- 5. Consider a booth design** that suggests engagement e.g., a kitchen gathering like experience, that aims to engage your guests in dialogue. Then ask questions, collect responses, track interests and follow up.