



## **TIPS AND TACTICS FOR EXHIBITORS**

**WESTERN ROOFING EXPO 2010**  
WSRCA's 36th Annual Convention & Tradeshow  
June 20-23, 2010  
Paris-Las Vegas Hotel & Casino  
Las Vegas, Nevada

### **TWO NO-MAIL PROMOTIONS:**

- Update your fax cover sheets. Before each upcoming event, create a new fax cover sheet that includes show information and your booth number.
- If you play music on your phone system while callers are on hold, you're missing a prime promotional opportunity. Instead, record a message touting the dates and location of the upcoming show, your booth number and any special events that will happen in your exhibit.

### **REASONS TO THEME IT:**

- Themes give your company "heart." Use the right theme and your company delivers the message that it's not all navy suits and power ties. You're not there to move the corporate boardroom to the show floor, you're there to enjoy meeting and talking with attendees.
- Themes provide a follow-up "hook." By the time the follow-up calls start flowing in, the attendee may have forgotten half of the exhibitors they saw. But if you have a theme, there's a much better chance of sparking a memory connection.

### **EXHIBIT STAFFING:**

Look to the **APPLE** acronym for help in choosing staffers that will make your show a success:

- **A**ttitude: Select people who display a willingness to tackle difficult projects.
- **P**roduct Knowledge: Look for staffers with a broad-based knowledge of all your product lines.
- **P**ersonality: Good staffers are prepared for rejection, outgoing, friendly and able to put themselves in the customer's shoes.
- **L**ocation: If the audience is highly regional, you might want regional salespeople in the booth that are familiar with local issues.
- **E**xperience: Those who have had both positive and negative experiences at previous shows and have benefited from those experiences.

### **BADGES ON THE RIGHT:**

- Remind your booth personnel to wear their badges just below their right shoulder. This places their names in a visitor's direct line of vision as your staffers greet the prospect by extending a handshake. It's a small, yet important, detail.

### **DEMONSTRATION DON'TS:**

- Don't lean or slouch, it tells attendees that you're bored or tired.
- Don't sit with your back to approaching attendees. People will think that you don't want to be bothered.
- Don't think you can just "wing it." Without rehearsal, presenters tend to ramble, repeat themselves and waste people's time.
- Don't do the same demo every time. Keep updating your demo and adding new observations.
- Don't sit in the rear of your booth and keep to yourself.
- Don't use your cellular telephone unless it is an urgent matter.