

# 14 Biggest Mistakes

Exhibitors Make

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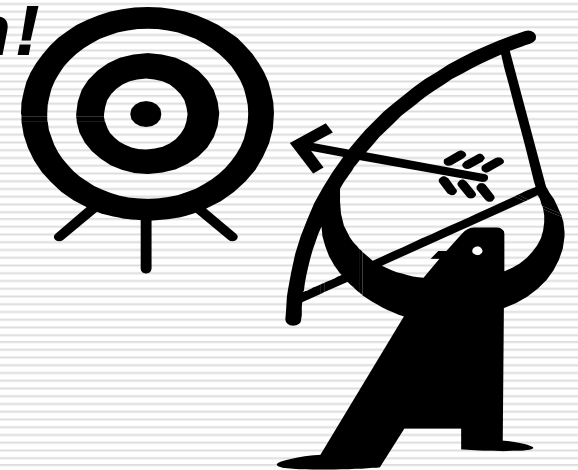
# #1: Don't Set Objectives

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- ☐ Majority of exhibitors never set objectives
- ☐ 36% of 2006 EDPA Survey Skeptics cited “insufficient planning of objectives”.

☐ ***The Great Ones Have a Plan!***

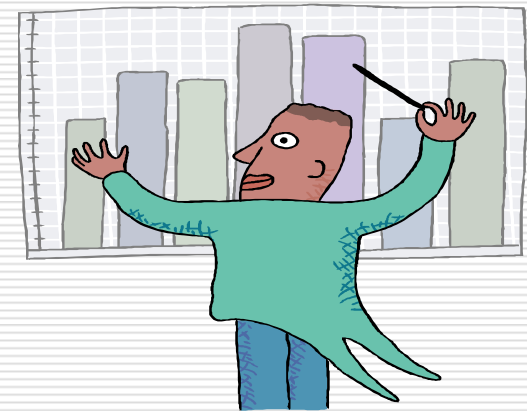
- ☐ Leads
- ☐ Sales
- ☐ Relevant conversations
- ☐ Appointments



## #2: No Measurement

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- ☐ Return on Objectives (ROO)
- ☐ Return On Investment (ROI)
- ☐ Return On Relationship (ROR)
- ☐ Hold show organizers accountable!



# #3: No Pre- Show Promotion

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- ☐ Avg. attendee spends 8 hours on the show-floor.
  - ☐ Visits 26 exhibits.
  - ☐ Targets 75% of exhibitors beforehand.
  - ☐ Most shows offer registration lists.
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## #4: Don't Follow Up On Leads

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- ☐ 80% of trade show leads are never followed up.
- ☐ Lead-to-sale conversion is best on leads called within 48 hours
- ☐ A 30 day-old trade show lead is dead.



## #5: Exhibit for the Wrong Reason

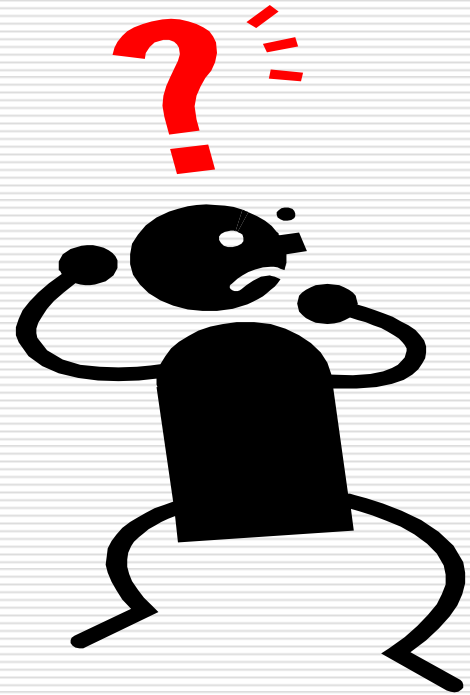
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# #6: Brand Confusion

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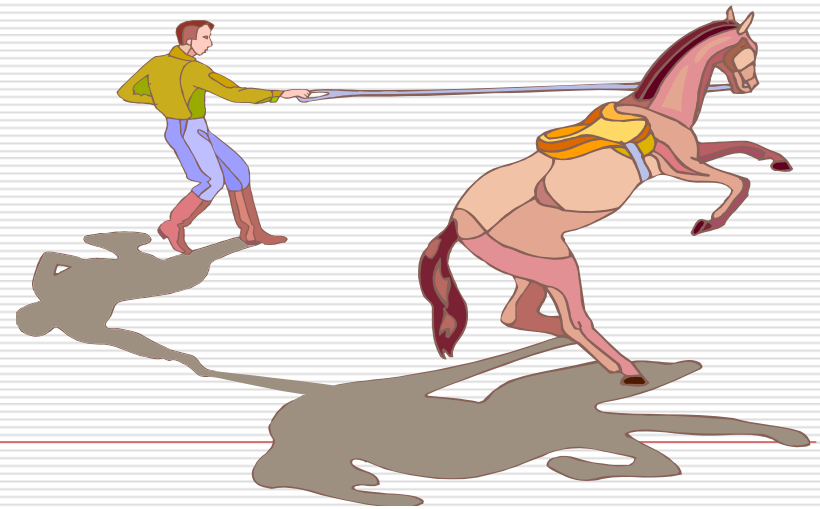
- ❑ Three principles of trade show branding



# #7: Don't Train Staffers

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- ☐ Consistent Marketing Message
- ☐ 89% effect on attendee impression
- ☐ Booth Sabotage:
  - Grouping, Zoning, Groining, Back-siding
  - Etiquette

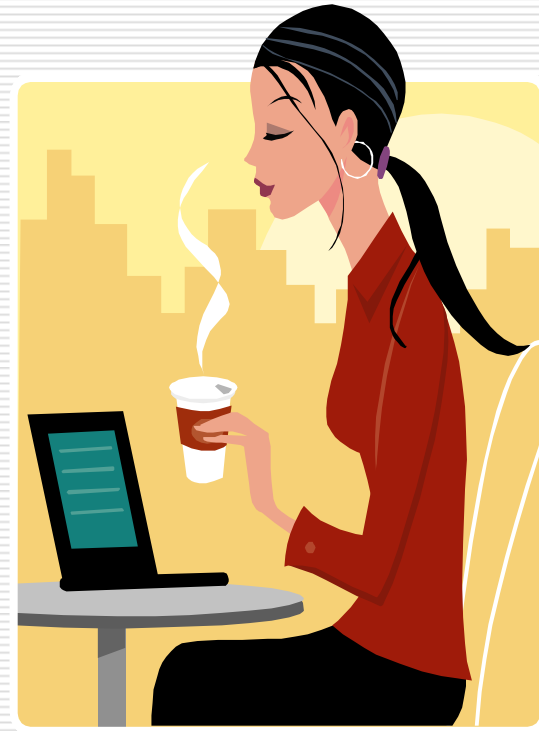




## #8: Don't Take Breaks

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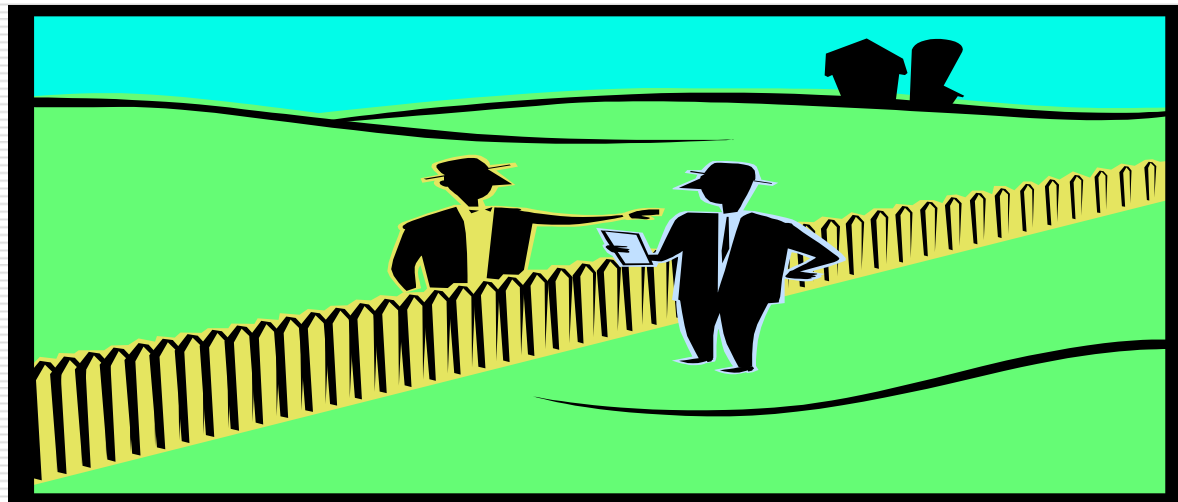
- ☐ Stagger the schedule
- ☐ Get off your feet
- ☐ Nourish and Hydrate
- ☐ Return calls and emails



## #9: Don't Market to Other Exhibitors

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- ☐ Who is exhibiting at the show that can benefit from your product and service?



# #10: Don't Go to the Finish

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☐ Market during all show hours

☐ Resist temptation



# #11: Don't Dress Appropriately

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☐ Too casual, tight, hot

☐ Comfortable and professional

☐ Barking dogs



# #12: Aren't Good Citizens

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- ☐ The aisle
- ☐ The neighbor
- ☐ The noise
- ☐ Appropriate selling vs. marketing



## #13: Give Away Brochures

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- ☐ Most literature given away at shows never makes it home
- ☐ Set appointments instead
- ☐ If you must, be cheap about it



# #14: Don't Pay Attention

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- ☐ Be in the moment
- ☐ Hang up!
- ☐ Are you listening to me?
- ☐ Attention is currency

