

Exhibit Booth Success Guide

Maximize Your Impact. Drive Real Results.



1 START WITH STRATEGY

No Strategy = No Success

Before the show:

- ✓ Define clear objectives (meetings, demos, awareness)
- ✓ Align messaging and staff roles
- ✓ Measure Return on Objectives (ROO), not just ROI



2 ENGAGE — DON'T WAIT

Wallflowers Don't Win

- ✓ Lead with conversation, not brochures
 - ✓ Create interactive experiences
 - ✓ Let attendees touch, test or demo
 - ✓ Staff with confident personalities + experts
- Energy attracts. Passivity repels.*



3 STAND OUT INTENTIONALLY

Your booth is prime space.

- ✓ Invest in purposeful design
- ✓ Keep messaging clear and consistent
- ✓ Make giveaways meaningful, not forgettable
- ✓ Visibility is created — not assumed.



4 FACE-TO-FACE STILL WINS

Digital builds reach. In-person builds trust.

- ✓ Authentic conversations matter
- ✓ Personal connection drives long-term value
- ✓ Trust built onsite lasts beyond the event



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5 OWN THE ROOM

For 2-3 days, your booth is your stage.

- ✓ Be the experts attendees came to meet
- ✓ Speak with confidence and clarity
- ✓ Focus on solving real problems
- ✓ Build trust in every interaction

Trust formed onsite lasts long after the show.

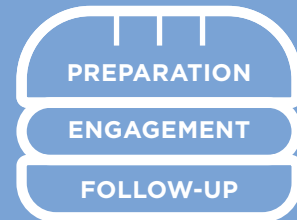


6 THE SANDWICH STRATEGY

Your booth is the filling. Preparation and follow-up are the bread.

- ✓ Prepare with purpose
- ✓ Engage intentionally
- ✓ Follow up quickly and personally

Preparation + Engagement + Follow-Up = Results



7 REVIEW. REFINE. REPEAT.

Don't just pack up — improve.

- ✓ Conduct a quick debrief
- ✓ Identify what worked
- ✓ Share winning tactics
- ✓ Replicate success at the next show

Success leaves clues.



FINAL TAKEAWAY

Exhibiting isn't just showing up.

It's preparation + engagement + follow-up.

Do all three — and your booth becomes an investment, not an expense.