



Exhibiting for Hot Shots

**10 challenges for exhibiting pros
to keep you white hot and ahead
of the exhibiting curve**

**YOU'VE BEEN
EXHIBITING AT THE SAME
SHOW THESE LAST FEW YEARS.**

You're a veteran of the exhibition hall and all it encompasses. Like a frequent flyer you know the quick shortcuts and the little tricks to get you off the show floor. So here is a little guide to keep you alert and ahead of the game.

1. Save the trees



Like elite, high performing athletes, exhibiting hot shots know where to apply their efforts and energies and it's not lugging heavy boxes of leaflets, brochures and business cards across an exhibition hall. Who wants to sweat bullets doing that?

Challenge:

Make a decision to impose a paper ban on your stand. Bin your leaflets, folders and business cards before they are printed and think of more interesting methods of engagement. Sell your products using a stand theme, stand staff personality and evolving technology.

2. Slam dunk rota

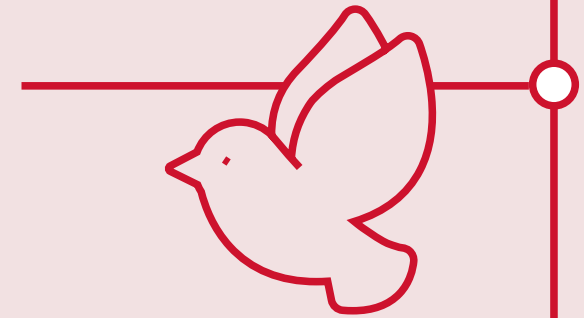
All the exhibiting guides you've read in the past tell you to develop a rota for your stand staff. Start times, early finishes, coffee breaks and lunch breaks for two or three days. That's all well and good for 90% of exhibitors but the real pros have tasks, jobs and responsibilities for their staff in the weeks before and after a show to keep them ahead of the competition and smash their ROI.

Challenge:

Plan your stand and support staff activity for four weeks either side of the show that includes key KPI metrics and comms outside of the two or three days.



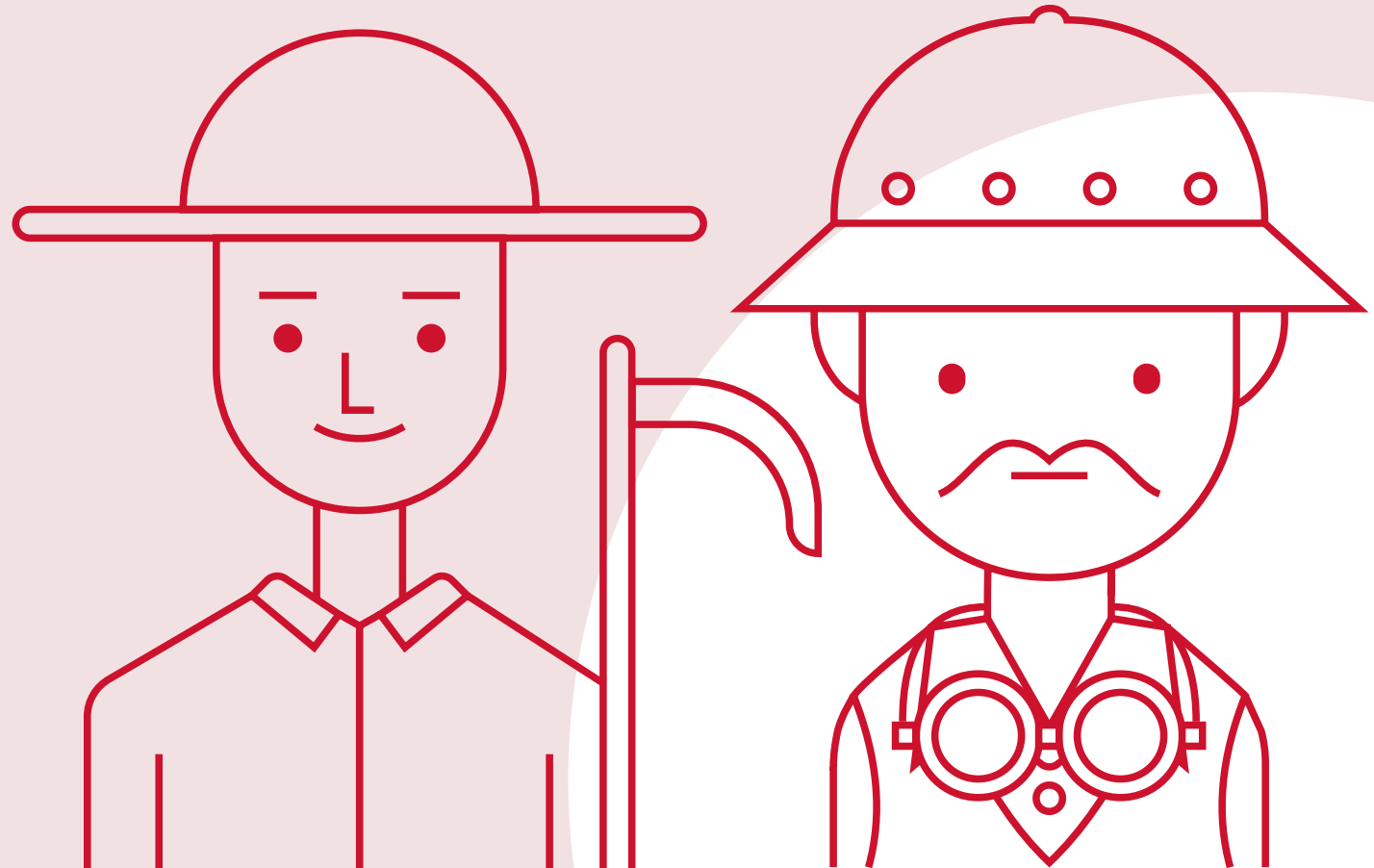
3. Farmers & hunters



This is our favourite exhibiting game and keeps the competition between the stand staff nice and lively. It also maximises your stand traffic. Divide your staff into two teams – it doesn't have to be an even split. One team are farmers and they look after meetings, sit downs, product demos and existing customers. The others are hunters and they look for QMLs (Qualified Marketing Leads) and new data contacts. Set each team daily targets and random hourly targets. Watch the action unfold.

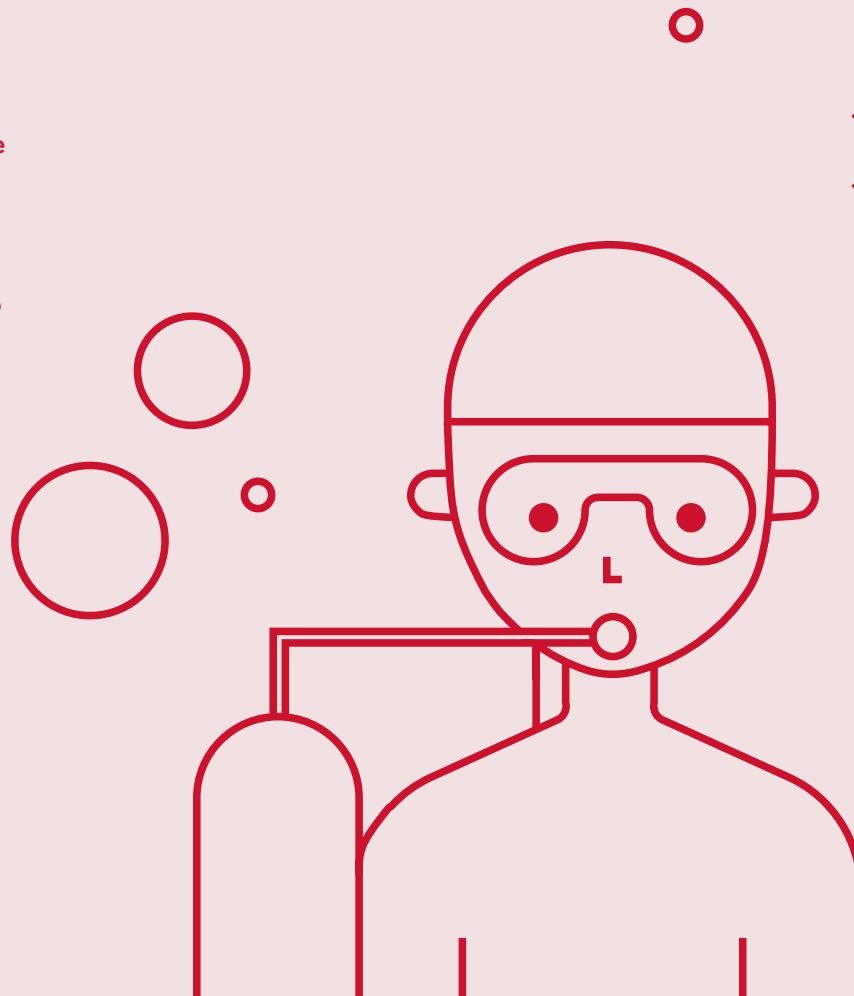
Challenge:

Set up a stand staff competition to help achieve your exhibiting objectives. Give out prizes to watch the competition heat up.



4. High water levels

Did you know that 73% of the brain is made up of water and that you should be drinking 2.5 litres of water a day? A drop in hydration levels of even 1 or 2% can start diminishing performance and response levels. Nobody wants that and air-conditioned exhibition halls are known for drying you up. Polystyrene coffee cups, fizzy drinks and egg sandwiches still remain taboo but the real hot shots ignore the no drink rule and let stand staff hydrate with water throughout the day.



Challenge:

There are a host of (water) drinking games like Drink It/ Kill It for your staff to play throughout the show but as a minimum make sure your staff are on point with plenty of readily available water.



5. Marginal gains

Dave Brailsford is the mastermind behind the philosophy of 'the aggregation of marginal gains'. It sounds complex but it's actually really easy but really, really smart.

It basically proves that you can crush the competition by improving tiny elements by just 1-2%. It won Dave and Team GB 8 out of the 10 cycling golds available at the London Olympics.

Challenge:

Look at elements of your stand and see where you can get another 1-2% improvement in delivery. It might be an unused back wall, a more luxurious carpet/flooring or better lighting system.



6. Play the Mafia

Don't worry we're not advocating any criminal activity here. In any exhibition hall there will be at least 4-5 complementary, but not competing, businesses that can help you out and vice versa. The only thing better than having a stand at an exhibition is having four and if you partner up with the right exhibitors you'll be the true dons of the exhibition hall.

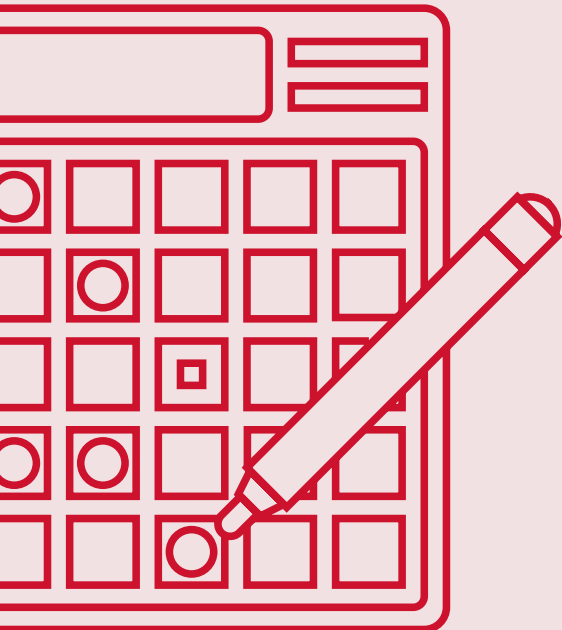
Challenge:

Do your research and arrange a 'sit down' with companies that you could help drive visitors to each other's exhibition stands. Word of mouth referrals of your mob will get real results. Just don't invite Luca Brasi.



7. Scores on the doors

Allocating stand staff their own individual score sheet that links to overall stand objectives will have big gains on your exhibiting performance. These score sheets will help your staff understand what you are trying to do overall and what they need to achieve to help make it happen.



Challenge:

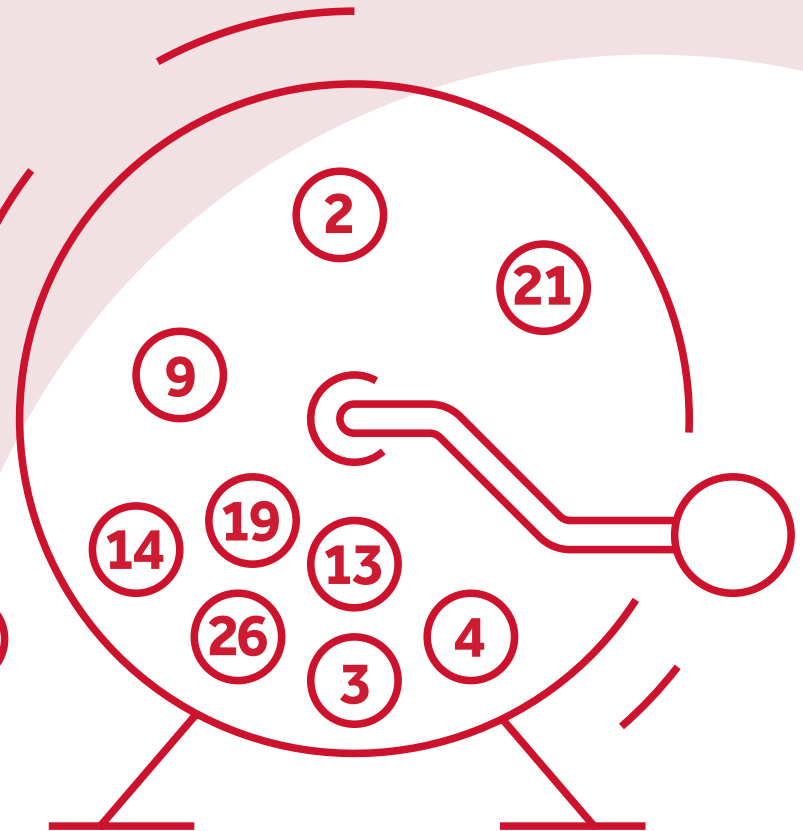
Create a Fantasy Football League style competition amongst your staff the week before the show.

At the end of each day in the hotel bar be sure to have a suitable prize giving ceremony.

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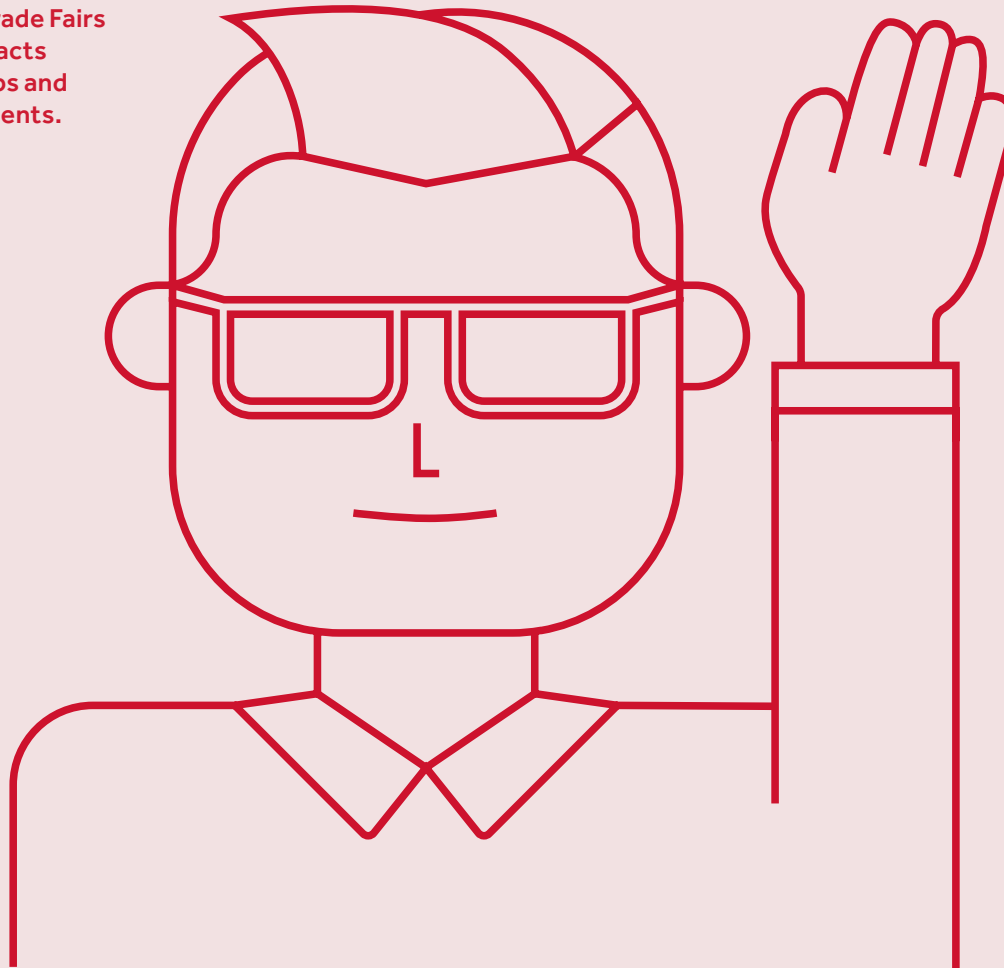
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8. Teachers pet

Cosy up to all the key contacts as part of the Exhibitions & Trade Fairs team including all the contacts across marketing, sales, ops and customer service departments.



Challenge:

Once you're known by our team and depending on the products or services on your stand, you can ask for first dibs on any opportunities like free media coverage and event TV interviews.

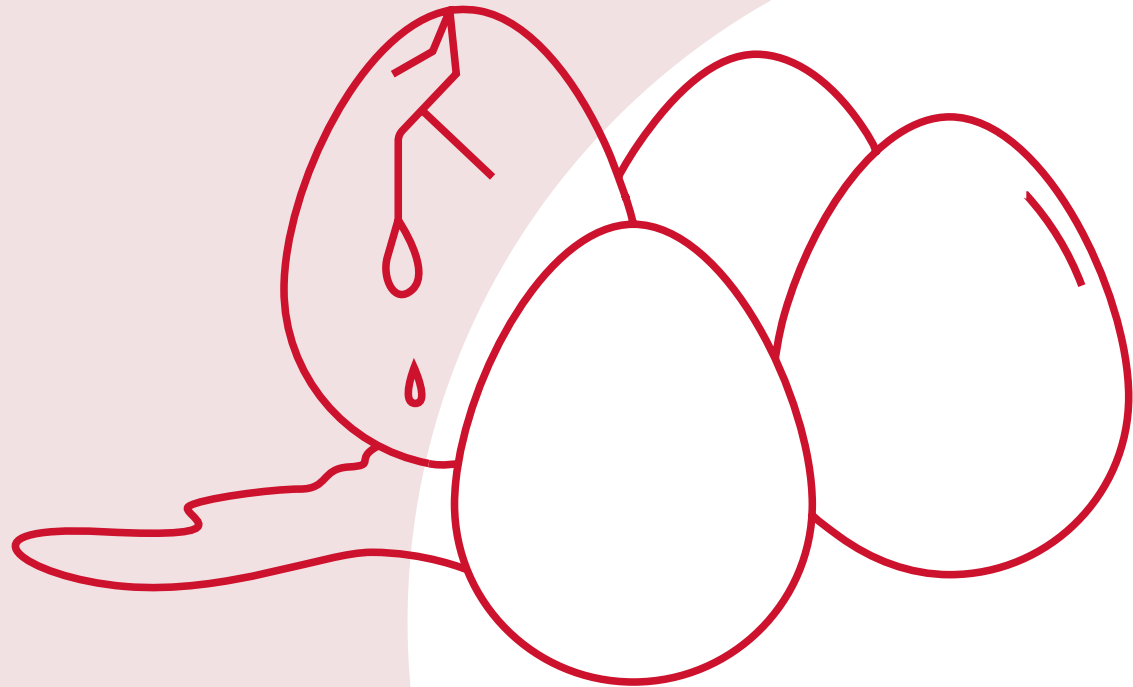


9. Break it to make it

Sometimes we can get too comfortable with familiar things but to become an exhibiting legend you'll soon realise that you have to break things. Hot shots like to stay ahead of the curve and it's only right that your stand designers and contractors earn their coin – each and every single year. New graphics don't make legends – new thinking does.

Challenge:

Send your long serving stand designers an email brief that outlines your ambitions for unbridled success, world domination and an exhibition stand that you'd show to your grandchildren when you're asked what you did with your life.

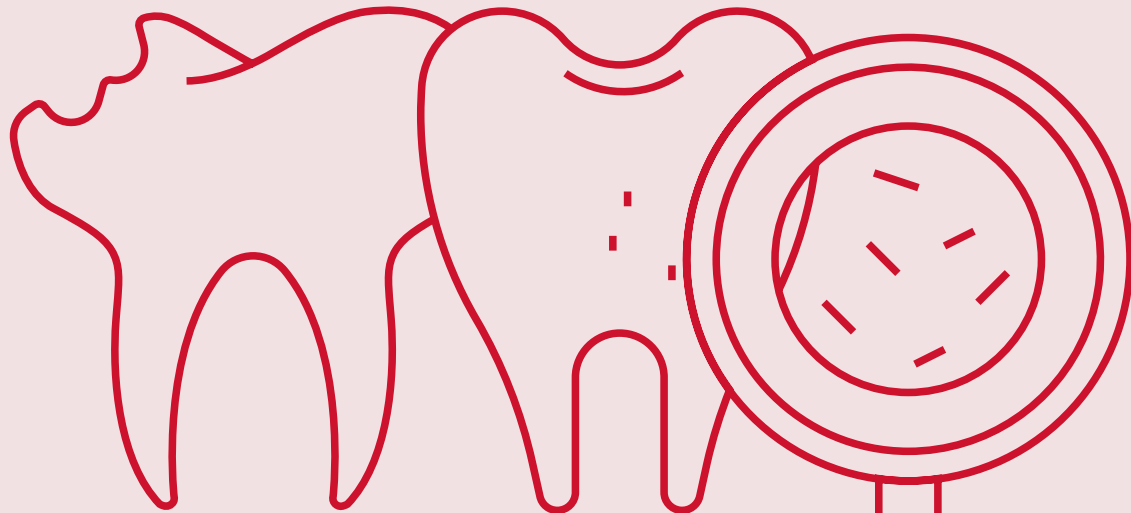


10. Tooth rotter

For some reason exhibitors have it in their heads that visitors are seriously lacking on glucose. The untold amount of retro sweets, cupcakes, popcorn and mints on offer is staggering. A walk through the hall is enough to send your blood sugar levels through the ceiling.

Challenge:

Make sure that you use **all five senses** to seduce and challenge the visitor's learning and discovery of your products and services in the live environment. Build the sensory exploration into the stand design to truly show the difference between the best and the rest on the show floor.





Careful planning leads to strong results

So spend some time doing this upfront. Use our handy Exhibitor Training Modules, they'll show you just that. Find them all at www.etf.com.au

For more information, contact your Exhibitions & Trade Fairs' representative. They can help you through the guides and answer any questions you have. After all, if you're going to ask a question, ask an expert!

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