

Blueprint to Successful Exhibiting



Attracting consumers begins with an attractive professional exhibit:

You have decided to invest in exhibit space - maximizing your return on investment will take some time and knowledge. Begin with the design and appearance of your booth. Often, this is the first impression consumers will have of your company.

Attendees should immediately be able to recognize:

- your level of professionalism and attention to detail
 - your company name
 - exactly what you have to offer homeowners "We Build New Homes" "We Sell Antique Furniture" "We Clean Gutters"
 - benefits to using your service, product or firm i.e. save money, save time, enjoy weekends, protect your home
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- Remember the 5 Second Rule: an exhibit and exhibit staff will either attract or turn off attendees in five seconds.
 - Floorcovering in your booth is required – it must cover 90% of the exhibit space you purchase. A nice pad under the carpet will reduce fatigue. Double stick tape, or duct tape the edge down to prevent tripping. If brick, decking or raised flooring are used a ramp or hazard tape is required for safety. Our official decorator DWA Trade Shows rents and installs carpeting (see Exhibitor Forms – Booth Furnishings). If you choose not to rent carpeting, you may buy your own, lay an area rug, etc. Remember to schedule professional carpet cleaning while the rugs are laid out at the show, or in your warehouse. Just be sure it is dry by the time the show opens.
 - Include greenery in your booth. It's amazing how live plants make your space more welcoming. Each fall vendors use affordable mums bought at the show at wholesale prices to jazz up their booth. In the spring, there is always an abundance of plant material in full bloom for sale in the Expo Halls to add color to exhibits. For larger trees ask the show manager which nurseries are seeking exposure of a flyer for the delivery and use of some of their plants or trees.
 - Have professional signage made that includes your business name, what you do, URL if memorable, and if you have room add a digital image to convey your work. Vinyl banners should be stored on cardboard tubes to prevent wrinkles. Large digital TV's can serve as signage with your logo and messaging repeated during a Power Point presentation. Free "s" hooks are available in the show office to hang signs with grommets from the rear drape. No signs shall face into another exhibit, or extend above the 8' backwall drape. Vendors located along the hardwall perimeter can bring signs up to 10' tall. 10x20' booths with corners can use a tower at the outside corner for a sign tower up to 10' tall.
 - 20x30' booths, or larger, receive complimentary banner hanging with approval by show management. Please contact Berg Productions for sign specifications and coordination of the hanging. Rigging must be done by the exhibitor.
 - Make your exhibit space as interactive as possible. Bring touch, see and excitement into the booth. Fill those spas, plug in lights, plant up those planters, and get that AC unit blowing air – let potential customers see your products in use! For services engage homeowners with a guessing game of how much time you can give them annually with a lawn service, or how much money you save them by extending the life of their room. If you make attendees slow down, take a look, try things out, or engage with your staff you will leave the show with more leads and ROI.
 - Allow attendees easy access in and out of your booth – if you keep 60% or more of the frontage of the exhibit open people will feel comfortable entering an exhibit. Salespeople should not stand like guards keeping people out of your exhibit. Don't allow tables to barricade people in or out of your space. Invite customers in, engage, and sell!
 - Allow enough room to have a comfortable closing area. This is crucial for high ticket items. Purchase a tall bistro table and three small high stools which allow a couple to sit down with your sales person as they connect. Serious homeowners spend many hours walking; by giving them a place to sit down shows them you value their business.
 - Exhibit & Signage Design? We offer free design consultations with all our vendors. Please schedule your appointment at least three weeks prior to the show: phone 541-484-9247.

SALES, SALES, SALES!

- Your MVP's should work the show. The volume of traffic in 3 days at the show will far surpass the traffic in a typical showroom, so bring your best salespeople. If you have to schedule new staffers do so during the slower hours at opening or closing of the show. If you need additional helpers for a show, temporary services often have great applicants that can help set up exhibits, restock, take leads, cashier and help sell basic retail items.
- Jackets, Vests or Shirts? Most vendors today have clothing with corporate logos that identifies them as salespeople – and give your staff a professional look. The show office has vendor badges for your staff to be clearly identified.

- Briefcases, backpacks, purses, and personal affects? Create a safe stash area for your staff's personal affects. Make it hard to access, and be mindful that the show can hold purses, laptops and such in a locked, alarmed and safe area for you as needed during show & non-show hours.
- Breaks, beverages, meals and smoking? Good salespeople get thirsty. Try to stock your booth with water bottles for your staff. Just remember to clean up, as big gulps, coffee cups and pop cans distract from your professionalism.
- Give all staff a break to eat outside of the booth. There is a vendor lunch table just outside of the show office. On the rare occasion you cannot break staff, ask them to select food that is not too messy or odiferous. Pack some breath mints in your show kit, especially if you have staff that smoke.
- Show Closing & Sales: If you are closing a sale when the show closing announcement is made, politely ask show staff near the door for the time to work with your client up to 15 minutes. The client must staff in your exhibit with your staff, and you must walk them to the exit agreed upon with the Berg Staff. We will work with you, but please be mindful that the K-9 Dogs need to inspect the building upon their arrival at the show – this is not negotiable.

RALLY YOUR TROOPS

- The Show requires that your booth be staffed at all times. Have a pre-show meeting with your staff to discuss goals, techniques, key messages, and selling points. Having a pre-show meeting can eliminate any scheduling questions, product questions or miscommunications.
- Make sure everyone staffing your booth can speak knowledgeably about all of the products and services you offer.
- Decide on how to qualify leads and how they will be handled post-show.
- While in essence you have created a mobile showroom, remind your sales team that exhibit sales often requires a slight change in technique. The venue will be full of stimuli and high-pressure sales techniques can become overwhelming to the attendee. Therefore, when talking to attendees, ask short, open-ended questions to determine their level of interest. Take a few minutes to listen and understand their needs so you can offer the products or services best suited.
- Smiles and friendly banter, while remaining professional can go a long way toward building a trustworthy and profitable relationship.
- Promotions, specials, and “buy x get y free” deals will all help close customers at the show. Never let a customer walk away without a sense of when your SHOW SPECIALS will expire. And use these promotions to get names/phone numbers/emails with comments like: if we put your name on the list you will get a 15 day extension of these show specials. Data collection is crucial to post show sales.
- Remember that a brochure or business card is a good-bye. Only hand brochures to customers when you want to say goodbye. A brochure hand off means you got their contract info, know their timeline, know their budget, and know the products that will serve their needs. This brochure says go home and measure but I've stapled my card to this brochure because I'm the salesperson that can get that deal, knows your needs and I will be the one calling you when the deal is about to expire.
- Always thank attendees for stopping at your booth. You never, ever, know who you are talking with at a show.
- If anybody is really wasting your space, time, or distracting your staff, ask the person what brought them to the show. When they don't reply with a demand for your goods or services... thank them for stopping in and to enjoy the show. That says goodbye in a professional and polite way.
- Candy? If you sell candy, show candy. If you sell breakables and don't want children in your exhibit then don't place a candy bowl or magnet/pen giveaway in your exhibit. Fish with the right bait, the wrong bait will clutter your exhibit.
- Kids at a show are great if you sell bunk beds or swing sets. But, if you sell a product which requires adult conversation sometimes kids can be the death of a sale. Consider a few youth puzzles, an etch sketch, or a few books for kids to read in a hidden area near your closing table. Bring something to keep children busy while you work with and sell their parents. If unattended children enter your exhibit simply ask them to come back with their parents. You can also call show management to handle any situations with children who don't know show etiquette.
- Show staff is always in the information booth and show office to assist you with issues. Please call the show office and ask for management or staff to come to your booth: call 541-484-9247. You can also visit the lobby info booth as they have a radio to the show office and the fairgrounds staff.

PRE-SHOW MARKETING

- Connect via Social Media with the show to share specials, new items, innovations, and project photos: <https://www.facebook.com/EugeneHomeShow> <https://twitter.com/EugeneHomeShow>
- Invite your clients and potential clients to the show. Inviting past clients to visit you at the show often brings a neighboring couple, your next customer, along with them to the show.

- Include your unlimited coupons in all mailings, e-newsletters and post it on your web site.
- Include your participation in the show and your booth number in all advertising you do leading up to the show.
- Offer show-only pricing. Example: Receive 10% off for purchasing today!
- Email Berg Productions jpg's and brief descriptions of all new items, show specials, or technologies that your are featuring at the show. We will promote "what's new" in our PR and social media.
- Don't forget to schedule ads, live radio, or photography prior to show week.

SAVE TIME, SAVE MONEY – Discounts on electrical, furnishings, hotels, and advertising.

Make sure you familiarize yourself with all of the show deadlines. Don't miss out on any discounts for carpet, furniture, or electrical orders – see these deadlines on the cover of the Exhibitor Manual, and on the downloadable Exhibitor Forms. See the flyer in the Manual mailing for the Vendor Discounts offered by The Register-Guard in the Show Edition of Home&Garden Monthly published on our opening day. If hotel discounts are available, they will be listed in the Exhibitor Manual sent 45 days prior to a show.

Berg Productions partners with our exhibitors the help you have a more profitable and productive show.

Call or email us for design, sales, or strategic advice for your next home show:

Phone: 541-484-9247 Email: info@EugeneHomeShow.com