



## **DO'S & DON'TS OF PARTICIPATING IN A TRADE SHOW**

1. Attitude is the most important ingredient. *Enthusiasm* is contagious! *Smile!*
2. Always stand in an open, relaxed manner. Never sit down. Do not put your hands in your pockets.
3. Do not eat or drink while in your booth area. If you must grab a quick sip of water, step outside of your booth and walk down the aisle a few paces before you drink.
4. Follow the company's dress code to establish your brand.
5. Do arrive early for your shift and stay until you hand off to the next shift.
6. Do not talk on your cell phone or to other booth staffers.
7. Remember the Speak First, Ten Foot Rule and do not accost attendees in the aisles; there is a difference.
8. Give out literature sparingly. Instead, use this as an opportunity to get the attendees' contact information and follow-up post show by mailing literature and a follow-up letter.
9. Drink plenty of water and get plenty of rest. Avoid over doing the alcohol at parties if you have booth duty the next day.
10. Eat healthy not heavy.
11. Ask qualifying questions. Actively listen to the reply and speak 20% of the time.