



# Working the Booth: Dos and Don'ts

It's tradeshow time and we're assigned to work the booth. Do we all understand what that means? Working a tradeshow booth is not the same as normal sales or everyday office work. There is specific etiquette and techniques to follow to achieve the best results. Follow this list to learn a few of the tricks of the trade.

Before leaving for the show, meet with your team and discuss expectations and dos/don'ts. What is the booth attire? What time should everyone arrive at the booth each day? What is the lunch schedule? The booth must always be staffed, so breaks need to be scheduled. Plan a brief meeting at the booth before the show opens to ensure everyone can find everything in the booth.

Here are some quick dos and don't for the team working the booth.



## Do:

- Arrive 30 minutes before the show opens each day to make sure the booth is ready before the attendees arrive.
- Greet people walking by. Smile and make eye contact.
- Know all the information about the theme and focus of your booth. Be prepared to discuss and answer questions.
- Invite attendees in for a free giveaway or to participate in a game. Before they leave, provide information on your product or service and offer a brochure.
- Ask for a business card from those you speak to.
- Jot down any questions on the back an attendee's business card and turn those cards in.
- Give your business card to all those you speak to.
- Thank each person for stopping by and shake their hand.

## Don't:

- Block the booth if standing between the traffic and the booth. Always face the traffic.
- Talk only among yourselves. Always be approachable.
- Forget your mission. Stay on task with your theme and specific focus.
- Leave the booth unattended. Always take turns leaving the booth for lunch or restroom.
- Eat your meals at the booth. Water at the booth is a good idea, but not food. Any drinks must be kept in the back of the booth. Immediately throw out empty drink containers.
- Have personal items out in the open. Always keep backpacks, purses hidden in the booth.

This is just the beginning of an outline for our teams. Set goals and parameters for working the booth. It's tiring work that most staff members only do a few times a year. These guidelines will help us be a success!