



EXHIBITOR EVENT PLANNER PLAN FOR SUCCESS!



SNAPSHOT OF EVENT PLANNER

WE'RE VERY EXCITED TO HAVE YOUR COMPANY EXHIBIT WITH US!

The goal of the event planner is to provide you insight into everything you need to know so you can position yourself for success at the show.

Booth Design & Setup

This page provides guidance on creating an inviting and attractive space that attendees want to visit.

Pre-show Marketing

Promoting your presence at the show is critical. This page goes in detail on all the opportunities available to you.

Proper Booth Etiquette

The way your staff acts at the show does affect whether attendees come visit your booth or not. Using our tips ensure you won't lose a potential customer before you ever talk to them.

Post-Show Follow-up

What you do after the show is as important as what you do before and during the show. Learn how to properly follow-up with leads to increase your chances of gaining new customers.

Mistakes to Avoid

Not doing these things will greatly increase your chances of a successful show.

FAQ's (Frequently Asked Questions)

Stay in the know by getting answers to questions you may have.

BOOTH DESIGN & SET-UP

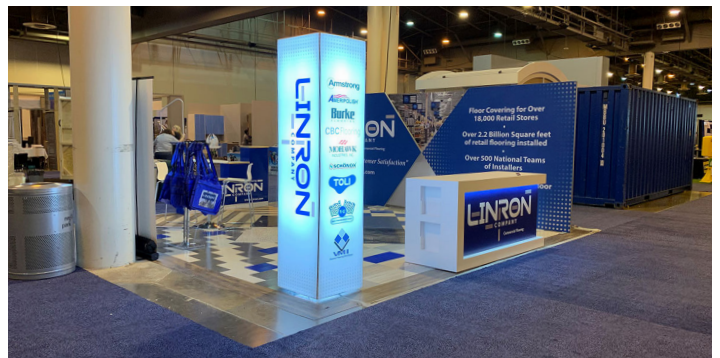
YOUR EXHIBIT SPACE SHOULD BE VISUALLY APPEALING. Attendees select booths to visit based on how impressive and professional a booth space is set-up. You will lose potential customers if your booth space is bland and not well thought out.

AN ATTENDEE SHOULD BE ABLE TO SEE YOUR BOOTH AND KNOW WHAT YOU DO. When designing your space, be sure to feature your products and/or services. If an attendee is unsure of what you do, they are less likely to visit you.

ATTENDEES WANT TO TOUCH & FEEL.

Make sure you display products and/or equipment. If you provide services, bring large photos showing what your services do.

MAKE YOUR SPACE INVITING. Avoid cluttering your booth so it's difficult for attendees to come talk with you.



PRE-SHOW MARKETING

TIP SUMMARY

- Send invitations to customers and potential customer's (Ask us and we will mail you tickets and flyers)
- Add show reminders in monthly newsletters & publications and put it on your web site's calendar of events
- Include a blurb about the show and your booth placement on invoices
- Place the Build Expo logo and a link to buildexpousa.com on your website
- Include a tag-line in any radio and television advertising
- Add your booth number and show dates to regular print advertising
- Issue a press release announcing a new product or service you are launching at the show
- Use an email signature with show dates, booth number and link to buildexpousa.com
- Send a reminder notice to customers and potential customers the week prior to the event

YOUR SHOW EXPERIENCE IS AFFECTED BY WHAT YOU DO

PRINT

- Participate in Newsletters and Publications
- Show logo, info and put your booth number on everything so customers can find you easily.

DIGITAL MARKETING

Build Expo can provide digital banners (Add the build expo logo, show dates, link, and your booth number to all email signatures, invoices, e-blasts, social media, and your website):

- Websites
- Emails
- Social media
- Outgoing customer correspondence

INCENTIVES

- Create an incentive for attendees to increase traffic to your booth.
- Perhaps if you normally charge for a consultation, you can offer a free mini consultation at the event!
- Whatever you choose for incentive, make sure you let your clients, potential guests and attendees know about your special offers.

PRE-SHOW MARKETING IS CRITICAL

PROPER BOOTH ETIQUETTE

- **STAND UP.** Attendees are more likely to engage with you if you're standing.
- **SMILE.** People want to approach and deal with pleasant people.
- **DON'T DRINK OR EAT IN YOUR BOOTH.** Remember it's a sales call.
- **KNOW WHAT YOU'RE TALKING ABOUT.** The company's credibility is on the line so know what you know, and know what you don't know.
- **IF A QUESTION STUMPS YOU.** Say so — and then find out the right answer.
- **DON'T USE PHONE IN YOUR BOOTH.** If you look busy attendees will not bother you.
- **DON'T CHEW GUM.** Any distraction that breaks the brief concentration of the attendee on your face and the conversation can mean a lost sale.



IN GENERAL, THE BEST WAY TO POSITION YOURSELF FOR SUCCESS IS TO CREATE AN OPEN AND INVITING BOOTH SPACE.

POST-SHOW FOLLOW-UP

Follow-up with leads generated from the show within 72 hours.

- This keeps your company fresh in their minds.
- The longer you wait to follow up with your leads, the less likely they are to do business with you.
- Quick follow-up shows prospects how much you want their business and it also shows how organized and impressive your organization is.
- People are impressed and appreciative of the time you take to reach out to them.

MAKE SURE YOU
SCHEDULE FOLLOW-
UPS WITH LEADS
& MAKE SURE YOU
CONTACT YOUR
LEADS WITHIN **72**
HOURS OF THE EVENT!

SAMPLE FOLLOW-UP EMAIL



Hello!

My name is Duff Bourassa and I am a risk management specialist with STC. I would personally like to thank you for joining STC at the Build Expo and invite you to learn more about safety in the workplace. My company, [STC Safety Training & Compliance](#), specializes in safety services that help you comply with OSHA standards and preserve human life in the workplace.

SPECIALIZED SAFETY SERVICES



We offer a wide variety of services that can help you prevent any accidents or injuries at the worksite, to keep your business and employees safe. Explore our services below and let us know how we can work with you to improve your workplace safety.

- Managed Safety Services
- Onsite Safety Staffing
- Instructor-Led Safety Training
- Safety Consulting Services
- COVID-19 Monitoring

[LEARN MORE](#)

WE ARE YOUR PARTNER IN SAFETY

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We work hard to deliver a partnership that builds culture in the workplace, while also increasing efficiency across safety procedures. If you have any questions regarding our services or would like to stay in touch for the future of your company, please feel free to connect with me. I would love to sit down with you to discuss how we can help your company in terms of safety.

STAY UP TO DATE WITH SAFETY IN THE WORKPLACE



The Top 5 Most Cited OSHA Violations in the Workplace

Learn about the top 5 most cited OSHA violations in the workplace for 2020.

[READ MORE](#)



How Seasonal Weather Affects Construction Safety at Work Sites

Explore everything you need to know about seasonal construction safety.

[READ MORE](#)

MISTAKES TO AVOID

After hosting shows for over 30 years Build Expo knows very well the do's and don'ts at a trade show.

WE SHARE THE DON'TS SO YOU CAN BE SURE TO POSITION YOURSELF FOR SUCCESS.

NOT TAKING THE SHOW SERIOUSLY.

Unfortunately, many exhibitors underestimate the amount of work and dedication it takes to have a successful show. Make the most of your investment by putting in the time and energy to succeed. *Remember, one solid contact can lead to years of new business for your company.*

GOING CHEAP. If you're looking to save \$5, \$20, \$200 here and there, you're focusing on the price of things, rather than the investment. Those extra bucks for the nicer carpet, the extra plants or the better looking display will add to the experience of your attendees and set your company apart from others.

NO STAFF TRAINING. If we all didn't need constant & consistent training in our lives, baseball players wouldn't take batting practice before their games. You need to train booth staffers before each show. Yes, even the veterans.

SENDING THE WRONG PEOPLE TO STAFF YOUR BOOTH. Potential customers want to talk with your most knowledgeable staff members who can handle their questions. Be sure to send your best to work the show!

NOT HAVING SPECIFIC GOALS FOR THE SHOW. If your goal is to "make some contacts" you're already losing. Have specific goals and strategies to achieve them.

ORGANIZING LEADS. Business cards can easily be lost and it's heartbreaking any time this happens to someone who worked hard for two days generating leads only to lose them. Savvy exhibitors utilize Lead Retrieval Devices. Build Expo has these available for rent.

NOT OFFERING A SHOW SPECIAL.

Attendees go to a show because of show specials. If your goal is to generate business from exhibiting, give your prospect a reason to do business with you!

FAILURE TO FOLLOW-UP. 79% of leads are not followed-up after the show.

NO POST-SHOW MARKETING. A lot of exhibitors fail to continue marketing to their leads after the show. Your leads will forget about you if you don't stay in contact with them.

NOT REALIZING YOU'RE COMPETING FOR BUSINESS. Like every other day, your company is going head-to-head with your competitors for business at the show. Understand tradeshow are just like the "real world" and be ready to fight for business! Don't expect just because you have a booth space, customers are going to come up and just buy from you. You have to make sure attendees know you're there. Take advantage of advertising in the show magazine and sponsorships. Separate your company from your competitors!

FAQ'S

WHEN CAN I SET UP MY EXHIBIT SPACE?

Exhibitor move-in is the day before the event begins. You will be contacted by the Service Director approximately 30 days before the show to schedule a move-in time.

WHEN CAN I BEGIN TO DISMANTLE MY EXHIBIT SPACE?

Dismantling of exhibit space is conducted strictly after 3pm on the last day of the event. Attempting to dismantle booths prior to the end of the show is not allowed and is a breach of contract.

WHEN DO I HAVE TO BE MOVED OUT?

All exhibitors must be completely moved out by 5pm on the last day of the show.

WHEN WILL I BE ABLE TO ORDER FURNISHINGS & ELECTRIC?

Approximately 30 days prior to the show, your exhibitor service manual will be emailed to the primary contact's email on your booth contract. If the email on the booth contract is NOT the same email this information needs to go to, please contact us at 877.219.3976 to ensure the manual is sent to the appropriate party.

WHERE DO I GET SHOW BADGES FOR MY STAFF ONCE I ARRIVE AT THE SHOW?

All badges for exhibitors will be picked up at the exhibitor services desk, which is located in the back of the convention hall by the loading dock doors. This desk is the same location that exhibitors will check in for show move-in.

WHAT ARE THE EXHIBIT HALL HOURS?

Exhibitor move-in will be from 8:00am - 4:00pm the day before the event. The exhibit hall will open at 8:00am each morning of the show.

IS THERE AN OFFICIAL HOTEL FOR THE BUILD EXPO?

Local hotels can be found by clicking the "Hotel & Travel" page.

DO I HAVE TO PAY FOR PARKING?

Build Expo does not pay for parking nor does it reimburse for parking. Depending on the event location, you will have to pay for parking and those rates are set exclusively by the convention center.

**ADDITIONAL QUESTIONS?
PLEASE CALL 877.219.3679**