

"Exhibitions are cheap, always a success, and only need a few hours of preparation"

no successful exhibitor, ever

*Fine Print*

97% of all marketing managers never received any exhibition training.  
Here the top 5 Dos and Donts



# #1 Don't tell. Show!

Exhibition comes from exhibit; not describe. And if your product is immovable (hotel, machine, service etc.) show professional pictures - or even better: movies!



My dog is called Santa.  
Santa is 4 years old and has light brown fur. Her ears are so long that they are actually hanging. No surprise, she is beagle.  
In winter, Santa likes to dress up as reindeer. Kids love it, when Santa strolls around the neighbourhood as reindeer.



My dog Santa. Want to know more?

Pictures speak a universal language





## #2 Don't show. Demonstrate!

Showing your product is good. But letting a buyer touch and feel it himself, is even more powerful.  
Don't show how sharp your knife is by cutting tomatoes. Have the buyer cut the tomatoes!

Demonstrating the strength of his glass, an exhibitor smashes the glass with a hammer. The glass does not break.

The buyer leaves thinking the exhibitor did not hit really hard.



Demonstrating the strength of his glass, an exhibitor asks a buyer to smash the glass with a hammer as hard as he could. The glass does not break.

The buyer is amazed about the glass's strength.



Seeing is believing. Trying is understanding.



## #3 Don't speak. Ask!

**Don't hard-sell your product to a buyer. Interview him and find out what solution he is searching for. Then you tailor your answer to his needs.**

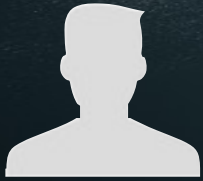
I have a fantastic product. It reduces costs by 30% and is much cheaper than my competitors. And we have a special exhibition discount of 15% if you order today.

I am interested in high-quality equipment. I am tired of replacing cheap solutions every 2 years. Price is not an issue, but I need a reliable product.

What solution are you looking for at the exhibition, Sir?

**People are not buying a drill. They are buying a hole in the wall.**





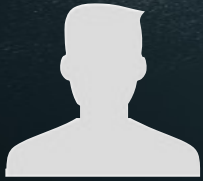
## #4 Don't network. Build relationships!

Exhibitions are about the power of face-to-face communication. Get to know the person across from you. Build new relationships and strengthen existing ones.

WOW, I collected 25 business cards in less than two hours. I will add them on LinkedIn and include them in my newsletter subscription. Why would they not buy from me?

I met 7 fascinating people today. I learned a lot about their business needs, but also about their character. One is a father of 4 and loves basketball. The other has lived in France for 2 years. I will send them a personal note with the book recommendation, they were curious about.

People don't remember what you said, but how you made them feel



## #5 Invite Your Customers!

**Honour your customers, create buzz at your booth, and let the world know you are investing in this exhibition. This is THE most important trick of all successful exhibitors!**

I was not even invited by my supplier

At least, I got an invite from his competitor

Why is this booth so empty? Something must be wrong with the products



I feel honoured to have been invited as VIP

I talked to other customers and learned a lot more about the product.

I even convinced a new customer to buy the product as I was so happy with it

I also bought some of their new equipment



**Don't embarrass your customers by not inviting them. Create buzz instead!**



"We focus on our customers first.  
New customers will come  
automatically, when they see how  
loyal our customers are and how  
well we treat them."

every successful exhibitor, always