

# RECOMMENDATIONS FOR SUCCESSFUL PARTICIPATION IN EXHIBITION

If you take a good approach, you will be left with dozens of new leads. How do you guarantee an optimum return? Prepare for your exhibition!

Decide **what you want to get out of your participation** – what is your objective and how are you going to handle it. At the exhibition you will have the opportunity to generate a lot of interesting leads in a short period of time. Take that chance! Determine detailed precise exhibition objectives together with colleagues (your exhibition team). Setting objectives in advance ensures that you make the results measurable. In this way you have a frame of reference for your participation in next exhibitions.

**Map important target groups.** Who do you want to meet at your stand? How do you invite this target group? Investigate possibilities to target specific target groups. This can be done in various ways, for example via e-mail or phone. Also think of search engine marketing and the use of social media (e.g., Twitter, LinkedIn, Facebook, Instagram). You can put the spotlight on your presence in the upcoming exhibition and 'trigger' visitors to visit your stand already before the exhibition.

**Determine measurable targets.** Goals motivate and stimulate your employees. You want to generate leads and results. And after the exhibition, you want to be able to determine whether your participation has been successful and what to change in your strategy next time.

**Develop a strategy to achieve the planned objectives.** Have you formulated the objectives? Then it is now important to see how you will realize them. How large should the stand be? What exactly are you going to present? Which employees will represent your organization in the stand? **Select the ideal stand size and location (will it be in the outside territory or in the hall).** Is larger always better? Not necessarily. When it comes to choosing a stand size, in order to achieve your goals and objectives, you should consider the number of your potential target clients you plan to have at your stand at the same time, as well as the number of employees who will be at the stand at the same time. Also, an important factor in choosing the size of the stand – you should take into account the planned exposition that you will place on your stand.

**Ensure preparation of your stand staff.** You can have a well-considered stand, but it is the people on the stand who have to make it happen. First impression is very important. The preparation of the stand staff is without doubt one of the most important points of attention for your exhibition presentation – together with the stand, your employees are the business card of your organization. **The more actively and purposefully your employees will address the visitors of the exhibition, the higher your return from participating in the exhibition will be!**

**Think about activities on the stand.** Add something interesting to your stand! For instance, organize something on your stand that will attract people to your stand. Sound and movement, a presentation, or a demonstration easily attract the attention of passing visitors. Make sure you stand out among the many participants and that the visitor remembers your stand after the exhibition.

**Prepare accurately for exhibition and gain more!**

**See you in exhibitions in the Business centre RĀMAVA!**