

"Trade Show Do's and Dont's"

By Phil Kelly

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Having just returned from the promotional items international trade show in Dallas, TX recently, I was made aware of several tips that others in trade shows should know.

While this list is not all-inclusive, it can serve to bring you up to a quick speed on some minimum requirements for operating a booth at a trade show.

- 1) It is of utmost importance that the staff be friendly, knowledgeable and courteous. They should be good communicators who can completely describe the product or services you offer.
- 2) Don't have chairs in your booth, unless they are used to conduct business with clients. Booth workers should never sit. They should stand in order to make immediate eye contact with the show attendees. Booth workers should greet or at least acknowledge every single visitor to their booth.
- 3) The Front of the booth should be open inviting show attendees into "your space". Don't "hide" behind a table or other booth prop.
- 4) Don't schedule booth workers for long shifts if all possible. Two-hour shifts are great... especially at a busy show.

If this isn't possible, at least schedule frequent breaks throughout the day so booth workers can either sit and rest their legs, take a walk around the show, etc.

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