



You're Always on Display

When you're exhibiting at a trade show, think of it like this. You have just transported your business to a piece of concrete in an exhibit hall for all to inspect and make decisions on doing business with you. With this much at stake, why do we do what we do?

The majority of exhibitors don't seem to understand what is at stake when they decide to exhibit at a trade show. The expectations are high that the world will beat a path to their door and all they have to do is show up.

Think of it like having a store in a shopping mall. Does just being in the mall guarantee the store success?

Certainly not; if that were the case we would never see a 'For Lease' sign in the window of an empty store.

Is there a comparison as to why stores fail and why exhibitors fail? I think so!

Here are some reasons that retail stores fail.

- Poor exterior & interior signage
- Poor use of windows to entice shoppers into the store.
- Poor merchandising of product.
- Poor marketing/advertising designed to bring shoppers to the store.
- Untidy or sloppy look
- Poor store design. Not a comfortable place to shop
- Poor lighting.
- No staff available.
- Disinterested staff
- Staff not trained in the 'art' of

- engaging a customer.
- Staff has no understanding of customer's needs.
- Staff occupied doing other things like; talking, eating, reading, etc.

This is the same list I would use to describe why an exhibitor fails, but there is one huge difference.

The store in the mall at least has the luxury of some time to analyze the situation and make changes, the exhibitor needs to get it absolutely right on opening day and keep it right for the duration of the show.

Shows still offer the best opportunity to present your organization to many interested 'shoppers'. You just need to take a lot of care in the planning and execution of the plan.

You can see from the photos, that many exhibitors are not aware of the need to examine their image. Exhibitors don't attend shows to intentionally fail, most just don't know how to succeed.

Fred Fox, founder of the Exhibitor Institute has been preparing exhibitors to succeed at trade shows for over 30 years.. For more information on our live seminars, DVD or on-line training programs, go to:

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