



British Promotional  
Merchandise Association Ltd

## EXHIBITING – MANNING THE STAND BEFORE THE SHOW

1. Make sure stand staff are well briefed and motivated – explain what an excellent opportunity this is for the company and for them personally to meet prospective clients. Make sure staff has adequate product training.
2. Discuss appropriate clothing for the occasion to ensure that staff wear outfits that complement the stand design and enhance your company image.
3. Ensure staff know and understand the industry, how it works and who they can expect to see visiting their stand.
4. Pre-plan your system for recording visitors to the stand and planning appropriate follow up action.
5. Remind staff of opening hour and that they will need to wear the exhibitors badges every day in order to gain access to the show. Forgetting their badge will waste valuable time and involve extra work for them and the organisers.

### AT THE SHOW

6. Having drawn up a calendar of who will man the stand which days, now draw up a duty rota to allow staff to take breaks. They will perform better if they can refresh themselves with a short rest and some food and non-alcoholic drink.
7. Encourage staff to be relaxed, but alert and not to be too offensive or too defensive when approaching visitors.
8. Discourage staff from eating, drinking, smoking or engaging in animated and protracted conversations with each other – all of which are most off-putting to even the most enthusiastic visitor.
9. Stick to the exhibitions closing time and don't finish early. Spend a little time tidying the stand and have a quick meeting to assess the day's events and plan for the following day.



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## **AFTER THE SHOW**

10 .Following the exhibition make sure staff follow up all recorded leads quickly and where you enjoy success, alert the show's PR team who can include your success story in the review information sent to the press following the show.

AND HERE'S ONE FOR THE BOSS – manning a stand is tiring and usually requires extra hours and even a stay away from home. If the team has performed well, thank them, verbally, in writing or with a team get-together which can also serve as a de-brief.