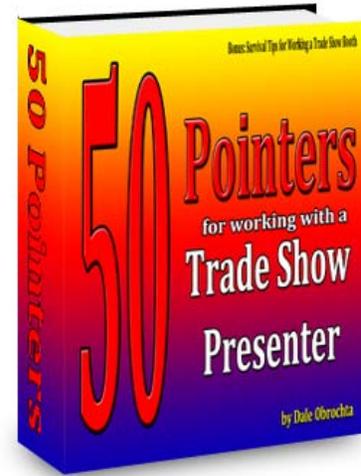


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Bonus: Survival Tips for Working a Trade Show Booth

[50 POINTERS FOR WORKING WITH A TRADE SHOW PRESENTER]

Learn how to improve your trade show ROI when using a trade show presenter. Tips on what a presenter can offer along with ideas on what you can do to improve working relations with a presenter.

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Over the past several years, I have been writing about and researching trade show marketing. It has become apparent that sales staff and marketing teams do not truly understand the abilities or the potential of professional trade show presenter can offer to a company exhibiting in a trade show. So, I sat down and start-writing ideas on what a trade show presenter can offer a trade show booth, along with ideas on what the companies responsibilities are to the presenter. These 50 pointers are in no particular order, but the goal of each point is to help improve your return on investment when hiring a trade show presenter.

These 50 points will help your company obtain the most out of working with a trade show presenter. Let us started right now and learn the *50 Pointers for Working with a Trade Show Presenter*.

About the Author

[Dale Obrochta](#) is a [professional trade show presenter](#) who uses balloon art to increase booth traffic. He is a leading entertainer in the balloon entertainment industry who consistently works trade shows and corporate events. Dale uses his communication training, teaching experience and entertainment skills to qualify customers while presenting information in his unique creative style.

1. Determine what your objective is and how you are going to use the trade show presenter in the booth.
2. Not all trade show presenters are right for every trade show. Select the one that will fit with your presentation layout.
3. The main job of your trade show presenter is to grab the attention of a visitor and bring them into your booth to learn more.
4. A crowd attracts a crowd. What can you do to create a crowd at your booth?
5. Trade show presenter should engage your visitors by asking open-ended questions that relate to your product or service.
6. A knowledgeable trade show presenter can double or triple your show results.
7. Incorporate unique giveaways relating to your product.
8. Giveaways offered in a booth presentation can become the hot topic of discussion on the trade show floor.
9. Have water available – Exhibit hall air can be dry and the last thing you need is a presenter who has a strained voice or worse yet, no voice.
10. A trade show presenter involves your visitor's into the presentation. Better to have them busy doing something – anything – and they will stay longer in your booth.

11. Incorporate staff with outgoing happy personalities that complement the trade show presenter. Show that your company is a team effort.
12. A trade show presenter should be nice and friendly to ALL visitors, even non-prospects.
13. A referral can come from anywhere and anybody, your trade show presenter is another set of eyes and ears for your company.
14. Plan your design ahead. Designing and producing a trade show presentation always takes twice as long as you think. Start working on the plan now!
15. Survey your visitors and uncover things in the presentation that will help you at the next show.
16. Have your trade show presenter connect on all levels with your visitor as possible – business, hobbies, or personal demographics – create a bond with your audience.
17. The trade show presenter engages a visitor, ‘peel the onion’ with questions to find out what their 'real' needs are.
18. A themed booth only works if it relates to your marketing campaign and needs a supporting cast. Otherwise is just out of place.
19. Act accordingly in a trade show booth; the trade show presenter is representing your company. Their image, dress and behavior are all reflections of your company.

20. No eating in the booth – that is what breaks are for-- eating, drinking, text messaging, and talking on the cell phone.
21. A trade show presenter understands body language and your staff should too. Standing in your booth with your arms crossed is a defensive posture and will keep people from entering your booth.
22. If an attendee asks a question of the presenter, and they do not have the answer, have booth staff research the question and provide a follow-up response.
23. Prepare your trade show staff for the trade show presenter by introducing them prior to the show. You will be amazed by how many basic questions your staff will ask of the performer.
24. Avoid giveaways such as iPods or TVs. Most people have them and are not interested, unless our trade show presenter is a game show host.
25. When using music in your presentation or wearing a microphone in your booth, use high mounted speakers from the back aimed down to the front. This will reduce disturbing your presentation from going into your neighbor's booth.
26. Knowing the audience of the trade show you are attending will help the trade show presenter develop a better marketing strategy to promote your product.
27. Do not have your trade show presenter just gather names at random. Do some basic qualifying on the trade show floor.

28. A trade show is an expensive marketing medium. Without clear established goals, hiring a trade show presenter is a waste of money.
29. Read the show rules and learn what is acceptable and not acceptable when it comes to trade show presentations. It can cost you unexpected money if you break the rules.
30. For added exposure, offer you trade show presenter to emcee panel discussions or give a short presentation or seminar at the show.
31. The earlier you develop a budget for a trade shows presenter the less likely you will pay high prices for hotels, airfare, show reservations and more.
32. A professional presenter may seem a bit costly, but the right one will more than pay for themselves.
33. When developing a booth, design elements that will help with the trade show presentation and think long-term usage.
34. A professional trade show presenter can make a 10x10 booth outperform a booth ten times as large.
35. Have a staff meeting each morning before the show floor opens, and tweak the trade show presentation to increase its effectiveness.
36. Remove any physical barriers, tables, chairs, podiums between the perspective customers and the trade show staff. This is especially true if in a small exhibit booth.

37. Make booth carpeting same color as the aisle, this removes the psychological barrier that they are entering a hostile area.
38. Do a direct mail to inform a potential attendee that you are exhibiting at a show and will be offering a presentation.
39. Make sure the trade show presenter or booth staff does not disqualify a customer because of job title. Encourage all booth staff to ask for a referral. “Do you know anyone in your company that might be interested in what we offer?”
40. Hiring a trade show presenter is an accomplishment, send out a press release about it and announce when they will be used.
41. Ask for suggestion and listen to the trade show presenters ideas, they are the professionals.
42. Allow creativity from the trade show presenter – Let them work the information into the presentation; do not write it for them.
43. Make the presenter part of the team. Make sure they are visible at your hospitality suite, outings and break seminars.
44. Have the presenter dress different from booth staff – they are a visual representation of your company and their dress is an extension of your corporate appearance.

45. Do not over stimulate the audience with media feeds while the presenter is performing. Too often companies go over the top and the core sales message is lost. Keep it unique, clean and direct.
46. The company must develop an incentive for customers to come visit their booth – the job of trade show presenter is to educate, entertainer and generate interest in your service or product to the attendees.
47. Have multiple presentations if you are offering multiple services – Better to have less, direct to the point sales presentation then overwhelming the audience with multiple concepts and losing the focus of the sales pitch.
48. Develop the presentation so it shows how it can help the customer and less about the greatness of the company.
49. Build in silence into a presentation. The trade show presenter is a professional orator who knows how to use their voice. Allow them to do so.
50. A model passing out literature is not trade show presenters; they are booth eye candy and do not offer the benefits that a professional trade show presenter can provide.

Lastly, the trade show presenter is there to help you. They want the presentation to be a successful presentation, draw crowds and be the highlight of the show. So work with them and together create a presentation that is a win-win for both parties. The success of a trade show is a team effort and is there for the taking, so implement these ideas in your next trade show presentation and reap the rewards of a successful trade show.

Bonus Material

Survival Tips for Working a Trade Show Booth

The first day exhibiting in a trade show is exhilarating rush, but quickly turn into drudgery for inexperienced exhibitors. Being properly prepared for the trade show floor will keep the experience fun and help you stay attentive in your booth. A trade show exhibiting requires mental and physical stamina.

Consider the physical stress of standing in one location for a long period of time. This is not typical for most sales staff. Long hours of dealing with people, the trade show environment, and the change in daily activities wears at an individual. Here are some tips to help make your trade show booth experience more enjoyable and successful.

Shoes – Do not wear new shoes to a trade show. Purchase a good pair of shoes that have solid arch support and are comfortable. Purchase shoes weeks in advance and break them in prior to the show. Sore feet are a major problem on a trade show floor. Improper shoes will lead to leg and back fatigue, which will lead to an irritable disposition. This is not the image to project to potential customers.

Clothing – Select sensible and comfortable clothing that you have worn previously. New clothes can be scratchy or make you feel uncomfortable. Dress in layers if possible. Typically, the trade show floor is cool in the morning and by late afternoon excessively warm.

Low Energy – Most employees take a lunch break, but a trade show booth requires staffing the entire day. Arrange for lunch breaks. Do not bring food to your booth. Show management provides an outline of acceptable behavior in your registration contract and eating in a booth is not allowed. Leave the booth and get food. The break, along with the food will revitalize and give you the energy to finish the day off strong.

Bring Water – Make sure you bring water to keep yourself hydrated. Convention facilities are not like a house, they do not have a humidifier to help keep the air clean and moist. The dry air along with continuous explaining your company's products and services can weaken your voice.

Partying the Night Before – If you are visiting a city like Las Vegas it is very tempting to stay out all night and party. What you do the night before will come back and haunt you the next day. Plan your event prior to the trade show. Eliminating impromptu partying will minimize hangovers and prepare you both mentally and physically for the next day.

Booth Survival Kit – Aspirin, Eye Drops, Band-Aids and Tums can keep the staff functioning at 100%. Trade show lights, noise and physical stress can cause headaches. Many people complain of eye irritation from the dust in the air, carpeting fibers and allergies. Eye drops can refresh and soothe weary eyes and give the added relief to both contact and non-contact wears. It never fails somebody will require a Band-Aid or safety pin so it is best to have them on hand. Choose your favorite anti-acid because trade show cafeterias are not fine dining cuisine.

Take a Break – Breaks are leaving the booth to visit other vendors. The change in scenery along with movement will increase blood flow to the body and bring the energy level up.

Breath Mints – Hours of talking, drinking water, and trade show food can cause halitosis. Bring enough for the entire sales team. The minty flavor along with the sugar will boost your energy level.

Boredom/Slowdowns – Every trade show has a traffic pattern that has peaks and valleys. When booth traffic slows, networking with other exhibitors should become a priority. Use downtime to network with other vendors who are looking to do something – be creative and use this vulnerable time to pitch your company. Be respectful and listen to their pitch as intently as they listen to yours.

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