



FIVE WAYS TO ATTRACT ATTENTION AT YOUR NEXT EXHIBITION

Attending an exhibition is still one of the best ways to get in front of thousands of potential customers in one go. Whilst your internet site might be accessible by people the world over, an exhibition is only attended by people who are interested in your sector and it's an ideal opportunity to make your presence known.

1. Choose your space well

If you leave it too late, all the best stand space has already gone. Book early and you can have your pick of the best spots – directly opposite the entrance; unmissable from the bar or café; a corner stand or a stand at the top of the stairs. These are all great places for your company to be, so the earlier you book, the better your chances of getting a top spot.

2. Think about design

Your stand needs to be eye-catching, so think about what distinguishes you from the opposition and use it to attract attention. From bright colours to unusual photography, there are lots of ways you can stand out from the crowd. Enlist the help of your designer to make sure that you do.

3. Clever marketing

Exhibitions are full of giveaways and we know that most of it goes in the bin when delegates get back to their hotel rooms. Be creative with your marketing. Consumer-led companies can give away vouchers, whilst others need to look for gifts that add value or have immediate use. Put your brand on water bottles or blister plasters or face wipes – anything that's going to attract the attention of a hassled executive.

4. Get your displays right

Stands that are crowded with leaflets or where information isn't readily available are often by-passed. Delegates don't always want to speak to you, but they might want to take your literature and they shouldn't have to fight their way to the back of your stand to get it. Use a variety of display systems for products and literature to entice people onto your stand rather than shy away from it.

5. Smile

You'd be surprised how often stands are by-passed because the stand staff are eating, drinking, smoking or looking downright unapproachable. It's amazing the difference that a smiling, welcoming face can make – the difference between netting a big client and getting nothing at all.

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