



FOSE



## Rules for Booth Etiquette

These generally accepted standards may seem obvious but are often overlooked or forgotten by exhibitors. To understand how these would impact upon your potential customers, you may wish to observe exhibitors at a future show who ignore these guidelines.

First impressions count. Smile and convey that you're happy to see them. After all, they came out of their way to see you.

Dress properly and wear comfortable shoes. Whatever you decide, it should be neat, clean and comfortable. And wear comfortable shoes.

Carry and use breath freshener spray or small mints. Avoid spicy or garlicky foods, alcoholic beverages and smoking. Also avoid heavy cologne and perfumes.

Don't sit, chew gum, eat or drink in the booth. Help keep the booth neat with no trash on counters or visible to visitors. While working the exhibit, don't lean in the booth or sit on the counters.

Don't spend time doing paperwork, reading the newspaper, on your laptop or handheld device, talking on your cell phone or with your neighbors and other booth staff. It will look like you're not interested in talking to prospects. (If you must check your email or make a call, step away from your booth.)

Make eye contact and never ignore a prospect, even if you're with another prospect. Acknowledge them, give them a nod or a "just a minute" sign. If appropriate, include them in your conversation.

Don't look at a visitor's name badge first; make eye contact, introduce yourself and then look at the person's badge. Then greet attendee by name. If you can't pronounce it, just ask.

Wear your badge high and on the right side so the prospect can see it when you shake hands. Match the strength of the other person's handshake and only "pump" twice.

Taking notes shows that you are genuinely interested. You can use the back of your visitor's business card or your lead sheet. Your notes will be a great way to improve the effectiveness of your follow-up.