

Exhibiting

The name of the game is making contacts

Exhibit Protocol

- Don't sit
- Keep area uncluttered
- Ensure someone is always at booth
- Don't spend time doing long demos
- Don't talk too much... Let the buyer get a word in edgewise

What to Bring for Exhibit

- Signage – eye level.
 - ◆ Mount with Easel back
- Laptop with rotating pics/ brief demo
- Sample product or pictures
- Executive Summary or PowerPoint handout without trade secrets
- Sales literature
- Business cards

