

**Here are 5 success tips that will assist you in enhancing your experience as an exhibitor at your first or next trade show.**

1. **Seating.** It's best to stand as you greet attendees. However, if you must sit, sitting on a barstool will keep you at eye-level with most visitors. Avoid chairs at regular height as it creates a sense of distance between you and your visitors, thus breaking rapport with them.
2. **Create gender balance.** Balancing the number of men and women in your exhibit will help ensure your visitors feel comfortable during their visit. An exhibit staffed by all men or all women may not be as inviting to the opposite sex. In addition to gender balance, when possible, have different ages of staff at your exhibit to ensure that visitors can 'relate' to the staff at your exhibit.
3. **Less is more** when it comes to displaying your literature it is better to replenish your materials frequently than have a disorganized surplus at any one time. Large piles of flyers or 'show-special' handouts may appear to some visitors that no one has taken an interest in your materials. Store large quantities of your handouts and flyers under your table and only display short, smaller piles at any one time.
4. **Offer carry bags.** Many visitors collect a multitude of samples, brochures, and business cards during the show. Offer them a carry bag that displays your company logo. Not only will you appear as the 'hero' for giving them a handy carry bag, you will also have your name/logo displayed at the Show while they are browsing the other exhibits.
5. **Use a photo.** Put a head-and-shoulders photo of yourself or a photo of your product on your literature. These photos will help visitors remember you when they browse through your materials at a later date. Many visitors collect a multitude of flyers and brochures during the show and when they get back to their home, they sift through each piece, usually tossing away what they don't need. Having your photo on your materials will help them 'reconnect' with you again.

Always remember the 3 second rule: you have 3 seconds to show the attendees what you do, who you are and why they should do business with you!

For more information  
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