Five ways to get more from your exhibition stand

A practical guide for exhibitors

Your stand is a real investment: space, materials, travel and your team's time. Treat the exhibition as the middle of a commercial process, with preparation before it and purposeful follow-up afterwards.

1 Set a commercial target before you arrive

Agree what a successful day looks like: meaningful meetings, qualified opportunities and next steps. Include staff time when you calculate your investment, so you can assess the return.

Try this: Set a shared target, such as 12 meaningful conversations and six agreed next steps.

2 Fill your diary before the doors open

Identify the clients, prospects and partners you most want to meet. Invite them personally, give them a reason to visit and suggest a specific time. A handful of booked meetings gives the day direction.

Try this: Contact your 20 priority relationships before the event and offer a time to meet.

3 Brief your team and give everyone a role

Agree who welcomes visitors, answers technical questions, manages booked meetings and records leads. Prepare three open questions and plan cover for breaks. Make it easy for people to approach you.

Try this: Hold a 15-minute huddle to confirm targets, roles and the people you most want to meet.

4 Capture more than a name

Record the need or project, the timing, who is involved in the decision and the next step agreed, with a date. Before leaving, prioritise contacts: hot for prompt action, warm for a longer conversation and longer-term for relevant future contact.

Try this: Log the four details immediately after each useful conversation, using one shared method.

5 Follow up promptly, and keep going

Aim to contact hot leads within 24 hours or on the next working day. Refer to your conversation and deliver what you promised. Schedule further contact around their needs and give one named person responsibility for coordinating follow-up.

Try this: Reserve follow-up time before attending and put a 90-day progress review in the diary.

Your exhibition checklist

BEFORE THE EVENT

- ☐ Commercial targets set and shared
- ☐ Priority contacts invited and meetings booked
- ☐ Team roles agreed and lead capture method ready

ON THE DAY

- ☐ Team briefed and stand covered during breaks
- ☐ Needs, timing, decision-makers and next steps recorded
- ☐ Contacts prioritised before leaving

AFTER THE EVENT

- ☐ Hot leads contacted promptly and promises delivered
- ☐ Follow-up dates and responsibilities recorded
- ☐ Progress reviewed against targets over the next 90 days

Want support turning events into opportunities?
Book a conversation at thebookingoffice.co.uk