

14 TRADESHOW SINS

Ken Krogue, Contributor - 4/05/2013

Listed in comment section of “12 Commandments of Incredibly Successful Tradeshows”

<http://www.forbes.com/sites/kenkrogue/2013/04/05/the-12-commandments-of-incredibly-successful-tradeshows/>

- 1.** Don't just “show up” at an event hoping leads will come.
- 2.** Don't be sloppy
- 3.** Don't be a jerk
- 4.** Don't let booth staff sit around
- 5.** Don't be understaffed at the booth
- 6.** Don't leave the booth unattended
- 7.** Don't just have a booth full of “attractive” people without substance. We really aren't that shallow any more, are we?
- 8.** Don't give away stupid or useless SWAG. Always get peoples time and attention and contact info or don't waste the money. (Good chocolate and water is great.)
- 9.** Don't let people get away without their contact information and an appointment if they are qualified.
- 10.** Don't stand behind a table or in a booth, be out in the aisle and meet the people.
- 11.** Don't let leads or business cards sit without a response.
- 12.** Don't assume somebody else is going to be as proactive as you will be.
- 13.** Don't eat alone. Have all staff network and get business cards when they are eating meals.
- 14.** Don't assume the only leads are the attendees. We get as many leads from the sponsors, exhibitors, speakers, and show vendors as anyone else.