14 TRADESHOW SINS

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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.