

# do's

# &

# don'ts



*Think Distributors Don't Notice?*

Distributors notice everything and they share praise and complaints about exhibitor behavior with show management. For your benefit, we thought we'd share a few of their observations with you.

How you present yourself in your booth makes a big difference in whether or not the distributor wants to do business with you. We can bring the distributors to the show, but we can't make them stop at your booth. Only you can do that. To help, here is an at-a-glance list of exhibitor etiquette "do's" and "don'ts."

- ✓ **Make eye contact and smile!**  
Be approachable.
- ✓ **Stand in your booth and right at the aisle.**  
Sitting (especially at the back of the booth) looks passive and gives the impression that you are not interested in meeting distributors.
- ✓ **Show your eagerness to greet attendees**  
and start showing them your products.
- ✓ **Be your best salesperson.**  
Show excitement and enthusiasm about your products.
- ✓ **Have a 10-30 second sales pitch prepared.**  
If distributors only give you a snippet of time, you still get across what is most memorable about your product or service.
- ✓ **Let distributors know you are interested in their specific needs.**  
Don't just hand out catalogs. Ask good business questions. Let distributors know you care about helping them solve problems.
- ✓ **Smile, smile, smile!**
- ✗ **Talk on your cell phone in the booth.**  
It shows attendees that they are not important compared to other business.
- ✗ **Make talking to other exhibitors a priority above greeting attendees.**  
You should make it clear that you are there first and foremost to meet them.
- ✗ **Avoid eye contact.**  
When distributors come by, look them in the eye and start a conversation.
- ✗ **Leave your booth unattended.**  
To distributors, this shows that you really don't care to be at the show.
- ✗ **Act disinterested or bothered when distributors ask you questions.**  
Engage attendees in conversation and sell them on your products.
- ✗ **Close your booth early.**  
It is disruptive to the other exhibitors who are trying to conduct business with distributors, and you could miss out on a great potential client.