



VISIONWORKS  
marketinggroup  
Business Showcase  
**QUICK TIPS**

### **Shoes**

Don't wear new shoes. Select a pair that you've already broken in and that have good arch support. You're going to be on your feet all day, and if your feet are tired and sore, you're probably not going to be projecting your sunniest disposition to potential clients. Bring an extra pair to give your feet a break.

### **Clothing**

You need to be comfortable but also present yourself professionally. Prospects will expect their business to be handled based on the way your appearance reflects your business. Select sensible clothing that you have worn previously. Dress in layers if possible, as the exhibit floor tends to be cool in the morning and by late afternoon be excessively warm. Should your team be dressing alike?

### **Bring water**

Make sure you bring water to keep yourself hydrated. The facility's dry air, combined with the use of your voice all day, can dehydrate you and also strain your voice. Keep the water bottles hidden in your booth to keep it uncluttered.

### **Rest up**

With an exhausting and long day ahead of you, plan on getting a decent amount of sleep so you arrive wide-awake and ready to sell.

### **Take a break**

Leaving the booth every once in a while will recharge your energy. Spend your break times visiting other vendors. The change in scenery along with walking the floor will increase blood flow and bring your energy level up.

### **Double man your booth**

Plan your staffing so that at least two salespeople are in the booth at all times. During peak times, try to have three people scheduled. The overlap will allow you time to talk to each prospect without feeling like you are ignoring new visitors to the booth. If it gets slow, send your extra staff out to talk to other exhibitors, but have them check back often.

### **Breath mints**

Hours of talking, drinking water and being on your feet can leave you with not-so-fresh breath and sapped energy. Bring enough mints for the entire sales team; the sugar in them can help boost everyone's energy too.

### **Boredom/slowdowns**

Every trade show traffic pattern has peaks and valleys; take advantage of the valleys to network with other exhibitors and let your team members take breaks.