

*SHOW TIPS from*

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*Communicate Your Objectives:*

***Establish goals:***

Always establish the objectives of your event or show presence early in the show preparation process. Be sure these objectives are achievable and are communicated to everyone on your exhibit team. This will not help accomplish the objectives but build a sense of purpose and team that further contributes to your success.

***Prioritize:***

If you have more than one goal, be clear which ones have the greatest priority. Conversations at shows are typically very limited. It is important not to present too many messages both graphically and conversationally. Focus generates the best results.

***Give-aways:***

If you are using give-aways, try to ensure that they relate to your objective and your business. Selecting a promotional item unrelated to your business objectives does little to reinforce your message.

***The Exhibit:***

If a new exhibit is being constructed for this objective, be sure to share your objectives with your exhibit house. Their assistance in helping you achieve your goals can be significant. If you are retrofitting an exhibit, the same applies. Exhibits should, first and foremost, suit and promote your objectives.

***Graphics:***

Be sure your graphics convey your message(s) at first glance. At a minimum, test it on staff or personnel unfamiliar with your objectives to see what message they garnish from a quick look at your graphics. Better yet, ask a few loyal customers, who closely align with your target market, for their interpretation of your graphic messages.

***Measurable objectives:***

Plan to measure your results in advance. Validating results is always important. Whether you use results to make decisions on shows, changing messages, or validating to management, measuring the accomplishment of goals will serve you well. This means setting targets and goals that can be measured. If you're not sure how to capture the information you require, discuss it with your exhibit house. With new developing technologies, there are more choices than ever.