

# BOOST EXHIBITOR BEST PRACTICES



(Based on BOOST 2008 Conference Feedback and 2009 Leadership Team Focus Group)

Advertise giveaways at your booth.

Always smile.

Attend conference networking events.

Be hands on, if possible.

Be interactive with passing attendees.

Create personal relationships.

Don't complain, you may be having a different experience than your neighbor. Instead, write down suggestions for conference staff on the evaluation.

Encourage people to participate in Best Exhibitor Contest.

Give incentives for attendee contact information.

Give incentives for referrals.

Have fun and be positive!

Have written information on your product available.

Keep booth adequately staffed.

Know the out-of-school time market.

Look energetic to draw in attendees.

Network with other exhibitors or conference staff during down times.

Offer a variety of product pricing if possible.

Set up meeting times during conference for interested customers.

Stand up to be noticed.

Step outside of booth.

Table top should look presentable and full at all times.



[WWW.BOOSTCONFERENCE.ORG](http://WWW.BOOSTCONFERENCE.ORG)