Orlando Sentinel successful AGING EXPO

TOP 10 TIPS FOR EXHIBITORS

1 YOUR MESSAGING

Focus you message on the Expo's prime audience of adults 50+. Customize your exhibit area and messaging to attract this potential customer.

2 YOUR EVENT GOALS

Determine your Expo goals in advance of the show – gathering leads, selling product, promoting a new product, educating attendees on your products or services, reinforcing existing customer relationships. What do you hope to accomplish?

3 YOUR EVENT STAFF

Recruit friendly, courteous, enthusiastic, knowledgeable booth staff. Train them to smile at attendees, to ask questions and to listen. Provide them with shirts with your company's brand. Staff should stand and greet potential customers and not sit behind a table. The rule-of-thumb for staffing your exhibit is one staff person for every 50 square feet of open space in your booth.

4 YOUR EXHIBIT AREA

Produce an attractive, uncluttered exhibit consistent with your image. Keep your exhibit open and inviting; don't block more than 20% of your aisle space with counters, walls, or excess exhibit staff.

5 YOUR INTERACTIVE APPROACH

Give attendees a reason to stop and talk with your staff about your products and services. Host interactive games, sweepstakes or a scavenger hunt and a crowd will quickly gather in your exhibit area.

6 YOUR SIGNAGE

Use high-impact graphics focusing on grabbing attendees' attention and communicating your message. Banners on back wall of your exhibit, easel signs and branded table skirts will stand out on the show floor.

7 YOUR SOCIAL MEDIA

Use the Expo to gather Facebook and Twitter addresses for follow-up marketing. Many times if you ask, attendees are happy to provide their information.

8 YOUR GIVEAWAYS

Attendees love FREE stuff. Giveaway items with your logo will attract attendees' attention. Branded candy, t-shirts, strength grip balls, pens, jar openers and so on, will slow down the attendee and give your staff a chance to begin a conversation.

9 YOUR OPPORTUNITY DRAWING

Use a more valuable prize as a draw to secure attendee's personal information. And don't forget to ask for email addresses! Use attention-grabbing signage and social media to let attendees know what you're doing.

10 YOUR POST-EVENT FOLLOW UP

Follow up after the event is key to your success. Email or mail attendees who registered at your exhibit area with a letter and samples, coupons and ads to reinforce the sale or, if responding by email, hyperlink to your website for easy access.

Sunday, February 18, 2017
9 am-4 pm
Orange County Convention Center