



27 April - 7 May/Mei 2022

EXHIBITORS TIP SHEET

Do - Ensure that your stand looks inviting and exciting. It takes four seconds to attract a client's attention. Be welcoming and approachable

Don't - spend your time looking down at your phone, hire staff that are excited about your product and know your product

Do - Promote your products and services online, use your social media

Don't - discuss your fellow exhibitors in a negative way or criticize their exhibition stand

Do - connect with you customers and follow up on your leads

Do - have as much fun as you can