

Exhibiting at the 2024 National Conference on Education: Onsite Tips

Once you're onsite at NCE, it's time to put all planning into action. Your activities and interactions are crucial for ensuring a smooth operation while making a lasting impression and achieving your goals. Below are some tips for maximizing your impact during the show.

Engage and Interact

- **Focus on Attendees:** Greet visitors with a smile, initiate conversations, and be prepared to provide information about your products and services. Ask open-ended questions to understand their needs and tailor your responses accordingly. Above all else, put attendees' needs first. Practice active listening and offer solutions that align with their interests and challenges. Manage your time effectively by spending an appropriate amount of time with each attendee. Don't monopolize their time, but also don't rush them.
- **Body Language:** Maintain positive body language. Stand attentively, make eye contact, and avoid crossing your arms, which can appear closed-off.
- **Booth Etiquette:** Avoid clustering with your colleagues. Give attendees space to enter and feel welcome. Avoid sitting down whenever possible or appearing disengaged. Stand near the aisle, ready to engage with passersby. Keep your booth (and yourself) tidy throughout the event. A clean and organized booth reflects professionalism.
- **Engaging Presentations:** If you're giving presentations, workshops, or talks, keep them engaging, informative, and concise, and leave time for questions.
- **Promotional Items:** Use giveaways wisely, offering them after a meaningful conversation, as a thank-you for stopping by your booth, or as an incentive to drive traffic to your booth and get them to stay there longer.
- **Interactive Demos:** If you're offering product demonstrations, involve attendees actively rather than simply presenting to them. Let them interact with the product and experience the benefits and features for themselves.

- **Qualify and Collect Leads:** Not everyone will be a potential lead. Ask qualifying questions to determine if there's a genuine interest and need for your offerings. Use the lead capture system you selected during your pre-show planning to gather attendee information and make sure you get accurate details for effective follow-up. Jot down key points from conversations, which will be helpful when following up after NCE.
- **Technology Assistance:** If you're using technology, ensure your booth staff is proficient in its use and can troubleshoot minor issues on the fly.
- **Networking:** Engage with fellow exhibitors and attendees. Establishing connections within your industry can lead to valuable partnerships, collaborations, and even potential customers.
- **Stay Energized:** Trade show can be tiring. Stay hydrated, take short breaks if needed, and maintain your enthusiasm.
- **Have Fun:** Remember to enjoy the experience! Trade shows can be intense, but they're also meant to be fun. Enthusiasm is contagious and can attract more visitors to your booth.

Capture Content

1. **Capture Content:** Take photos and videos during the event to share on social media and your website. This can extend the life of your expo participation long after NCE wraps.
2. **Social Media Updates:** Continuously share updates about your expo experience on social media. Use event hashtags and tag relevant individuals or companies to widen your reach.

Be Mindful of Your Brand/General Tips

1. **Respect Competitors:** Be respectful to neighboring exhibitors, even if they're competitors. Maintain a professional attitude and avoid negative comments.
2. **Problem Resolution:** If any issues arise, like technical glitches or attendee concerns, address them promptly and professionally.

3. **Follow Your Plan:** Stick to your pre-show plan but be flexible enough to adapt based on real-time feedback and attendee engagement.

NCE is an opportunity to build relationships and showcase your brand. Each interaction contributes to the overall impression attendees have of your company. Stay focused, attentive, and enthusiastic throughout the event.