

# ELEVATE

EXHIBITOR TIPS

# YOUR

FOR THE APARTOGETHER TRADE SHOW

# EXPERIENCE

PREPARED BY:

**PENNSYLVANIA  
SUPPLIER COUNCIL**

**APARTOGETHER**

PAA TRADE SHOW & EDUCATION CONFERENCE

Participating in a tradeshow as an exhibitor can be a valuable opportunity to showcase your products or services, connect with potential clients, and network within the Rental Housing Industry. To make the most of your tradeshow experience, here are some do's and don'ts to keep in mind:



#### **Plan and Prepare:**

- Develop a clear strategy outlining your goals and target audience, develop key messages
- Plan your booth layout, design, and marketing material well in advance
- Train your staff in product knowledge and effective engagement



#### **Create an Attractive Booth:**

- Design an eye-catching and professional booth that reflects your brand.
- Use high-quality graphics, clear signage, and well-lit displays.
- Ensure your booth is inviting and easy to navigate.



#### **Engage Attendees:**

- Train your team to be approachable, friendly and knowledgeable
- Use interactive elements, demonstrations, or activities to engage visitors
- Encourage open conversations and actively listen to attendees' needs



#### **Promotional Materials:**

- Have well designed and informative brochures, business cards, and giveaways
- Consider branded promotional items that are useful and memorable
- Collect contact information from interested attendees



#### **Technology Integration:**

- Utilize technology such as interactive screens or tablets to showcase products/services
- Use social media to promote your presence and engage with attendees
- Consider using lead capture apps for efficient data collection



#### **Follow-Up:**

- Develop a plan to connect with leads and contacts after the event
- Send personalized thank-you emails and provide additional information
- Nurture relationships to continue the conversation



#### **Overcrowded Booth:**

- Avoid cluttered and overcrowded displays that may overwhelm attendees
- Ensure there enough space for people to comfortably navigate around your booth



#### **Being Inattentive:**

- Don't sit or use electronic devices without engaging attendees
- Avoid conversations among your team that exclude potential customers



#### **Lack of Preparation:**

- Don't arrive unprepared or without a clear understanding of your goals
- Avoid last-minute booth design changes that may cause confusion



#### **Not Following-Up:**

- Don't neglect the follow-up process or delay contact with potential leads
- Avoid sending generic, mass emails without personalization



#### **Poorly Designed Materials:**

- Avoid using low-quality graphics or poorly designed promotional materials
- Ensure that your branding is consistent across all materials



#### **Neglecting Social Media:**

- Don't underestimate the power of social media before, during, and after the event
- Avoid neglecting online engagement and promotion opportunities