

# PRACTICE MANAGEMENT™ 2018

JANUARY 26-28 | HYATT REGENCY NEW ORLEANS | NEW ORLEANS, LA

## EXHIBITING TIPS

### *MAXIMIZE YOUR EXHIBIT EXPERIENCE*

#### **What ASA does to encourage attendees to visit the exhibits**

- Placed food and beverage service with the exhibits
- Market the exhibits via the printed Exhibit Guide provided to each attendee as part of their conference materials
- Exhibiting company information is also included in the mobile app as well as an interactive map to assist attendees navigate the exhibits
- To download the app on your smart phone or tablet:  
<http://www.asahq.org/practicemanagement/attend/asaapp>

#### **What YOU can do onsite to engage attendees, obtain customers, establish connections, and generate leads**

- Stand at your exhibit space and greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped by your exhibit; thank them for stopping by
- Have a system for capturing, qualifying, and following up on leads
- Keep your exhibit space neat and clean
- Have staff in your exhibit space at all times, even when not required
- Have sufficient staffing to allow for rest and breaks
- Dress in a professional manner
- Wear comfortable shoes; consider having an extra pair to change into

#### **Avoid these traffic-stoppers**

- Distractions (eating, chewing gum, reading)
- Sitting at your exhibit during breaks when attendees are in the exhibits area
- Talking or texting on your cell phone while in your exhibit space
- Standing with your arms crossed
- Engaging in conversation with your fellow exhibit staff when attendees are nearby