

Exhibitor Tips

VETgirlU

Beware of Fake List Vendors and Scams!



- VETgirl draws your attention to fraudulent offers of list data and other “services” that you may receive via unsolicited emails.
- If you receive such a communication, it is certainly fraudulent and does not come from VETgirl. VETgirl never sells visitor data to third parties.
- The data provided by these companies is most of the time either inaccurate, incomplete, of poor quality or even fake and/or have been gathered or acquired in contravention of the General Data Protection Regulation (GDPR).
- Any use that such companies make of the name VETgirl is without our authorization and is illegal.
- Please do not respond to these emails. On no account should you make any payments to the companies behind them.
- Please inform VETgirl if you receive any such solicitations so we can warn others (info@vetgirlontherun.com).

① Exhibitor tips. Before the show.

- Invite clients/prospects to your booth
- Give them a reason (new products)
- Make people aware of your attendance
- Add show banner to mail signatures
- Pre-event communications
- Newsletters/blogs/website more show focused
- Make the most of our PR company
- Set your objectives/measurable targets
- Put one person in charge!

④ Exhibitor tips. Managing leads.

- Record and classify your leads (Hot/Warm/Cold)
- Use the lead retrieval device provided by VETgirl
- Bring a pen and paper for each sales person
- Make notes on business cards
- Be legible when taking notes
- Specify who is responsible for the leads
- Follow up on leads once you are back in the office

Exhibitor tips. Show checklist. ②

- Arrange exhibitor passes (2 included/booth \$100/badge extra)
- Send out invitations
- Book your accommodation
- Arrange the staff catering
- Arrange storage
- Put together a staff schedule/rotation
- Arrange staff uniforms/badges if using
- Bring pens, paper, lead forms, business cards

Exhibitor tips. Body language. ⑤

- First impressions count
- People who make more eye contact are perceived as more intelligent
- Faster speakers are judged to be more competent
- Dressing smartly communicates success
- People make assumptions about others based on their choice of shoe
- People buy from people

③ Exhibitor tips. Talking to visitors.

- Think about your opening question
- Be open and engaging
- Leave the admin for the office
- Don't spend too much time on your phone or laptop
- Don't waste time
- Quickly identify good prospects
- Be enthusiastic

⑥ Exhibitor tips. Daily briefing.

- Reaffirm exhibition goals
- Agree target for the day
- Review booth effectiveness
- Share market intelligence
- Address any staff issues
- Assign break times
- Check on the lead progress for each sales person
- Download leads post-show and analyze