

TOP TIPS

FOR SUCCESSFULLY EXHIBITING AT A TRADE SHOW

Maximising your trade show investment requires careful planning and well-trained booth staff. Follow these best practices to create a professional and engaging environment that attracts visitors and drives results.

Pre-Show Preparation

DEFINE CLEAR GOALS

Align with your team on clear and measurable objectives for lead generation, demonstrations, brand awareness, or networking.



KNOW YOUR AUDIENCE

Understand attendee demographics and tailor conversations accordingly.

MASTER PRODUCT & SERVICE KNOWLEDGE

Staff should confidently explain offerings and answer inquiries.



PRE-SHOW PROMOTION

Schedule social media and email outreach to clients and prospects. Draw attention to your booth location and focus on new products, initiatives, or special offers.

ROLE-PLAYING EXERCISES

Conduct mock interactions to prepare staff for various scenarios.



Use your unique promo code to offer free expo only passes or discounted delegate passes to contacts.

ALL ABOUT JUBLIA



Matchmaking for
exhibiting companies



Empowering meaningful
connections at ReThink HK

Pre-show



Search



Connect

On-site



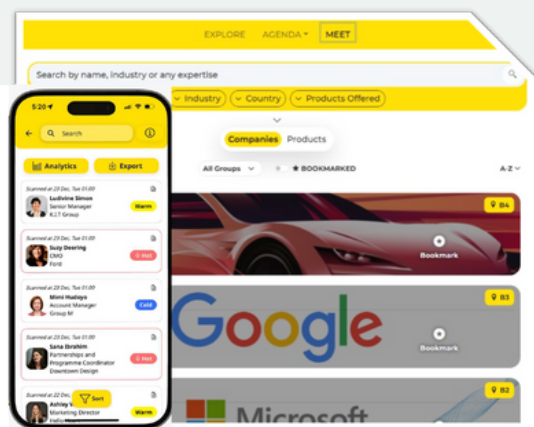
Schedule



Meet

AI-Powered Recommendations

- ✓ Meet People
- ✓ Discover Companies
- ✓ Research Solutions
- ✓ Schedule Sessions
- ✓ 1:1 In-Person Meetings on your Booth



How will this platform benefit ReThink HK exhibitors?

- ✓ Ranking delegates in accordance to their relevance to you.
- ✓ You will have an AI Engagement tool which will provide assistance
- ✓ The platform is accessed via a click from your confirmation email (No downloads required).

How does this platform work?

- ✓ All exhibitors will automatically be registered for the Business Matching programme.
- ✓ An invitation email with a personalised link will be sent to you before the event.
- ✓ Review profiles and schedule meetings with event attendees that interest you.

Step by Step: 1-on-1 Meeting Platform

Start building business connections and partnerships by using the 1:1 Meeting Platform, a user-friendly event matchmaking service. It's incredibly simple. We will send a registration link to all our conference delegates and exhibitors before the event. Sign in to the platform and book 1-1 meetings with delegates, exhibitors and speakers.

Build your profile

Add your photo, simple introduction, social media links and more. Display what you want others to know!

1

Browse top matches

Matches based on delegates' interest and what you offer. View delegates' profiles that are ranked in order of relevance to you.

3

Book 1-1 meetings on your booth

Select a time, send a meeting request.

2

Manage your event schedule

Go to your calendar to manage your availability and meeting requests.

4



Booth Engagement Strategies

MAKE A STRONG FIRST IMPRESSION

Maintain an approachable demeanor, smile, and make eye contact.



Delegates attend for a reason, being at the event is permission to engage – don't be shy!



PERFECT THE ELEVATOR PITCH

Ensure staff can deliver a concise, compelling introduction.

LISTEN ACTIVELY

Engage attendees with thoughtful questions and attentive responses.



AVOID OVERWHELMING VISITORS

Foster natural conversations instead of aggressive sales tactics.

USE TECHNOLOGY SMARTLY

Train staff on interactive displays, QR codes, the Jublia meeting planner app and lead capture tools.



**Jublia does not provide contact details!
Rent a lead capture license to collect contact details
and categorize for accurate and speedy follow up.**





Managing Booth Conduct

ASSIGN SPECIFIC ROLES

Designate staff as greeters, product experts, and lead collectors for efficiency.



STAY ENGAGED, NOT DISTRACTED

No checking emails or browsing non-booth-related content on laptops.

HANDLE TOUGH QUESTIONS GRACEFULLY

Prepare staff with clear responses to inquiries and objections.



MAINTAIN A PROFESSIONAL SPACE

Keep the booth organised, clean, and visually appealing.

MONITOR BODY LANGUAGE

Ensure staff appear confident and welcoming through their posture and gestures.



NO EATING IN THE BOOTH

Lunch breaks should be taken elsewhere to maintain professionalism.



Post-Show Follow-Up

COLLECT & QUALIFY LEADS

Ensure proper attendee information gathering for follow-up.



ACT QUICKLY ON LEADS

Reach out within days to maintain engagement.

CONDUCT A DEBRIEF

Evaluate successes and areas for improvement after the event.



THANK
YOU

EXPRESS GRATITUDE

Send thank-you emails to attendees to strengthen relationships.

By following these top tips, your booth team will create a polished, engaging experience that leads to success. Let us know if you'd like any further advice on how to maximise your exposure and guarantee excellent ROI.

 marketing@rethink-event.com

 www.rethink-event.com

 [@rethinkhongkong](https://www.facebook.com/rethinkhongkong)

 [@ReThink HK](https://www.linkedin.com/company/rethink-hk)

 [@rethink_event](https://www.instagram.com/rethink_event)