

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

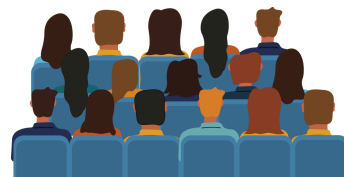


Define Clear Goals

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.

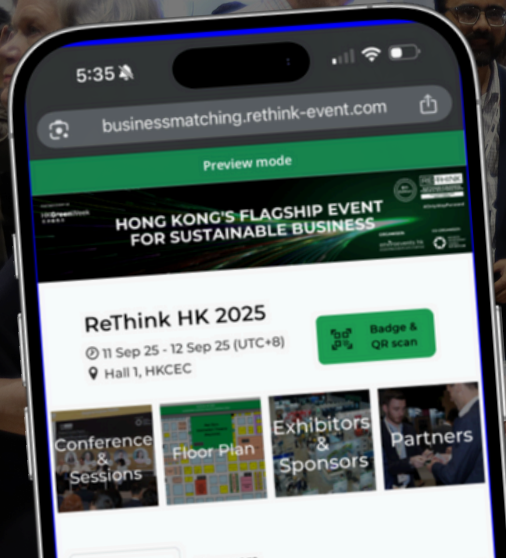


Role-Playing Exercises

Conduct mock interactions to prepare staff for various scenarios.

Use your unique promo code to offer discounted delegate passes to contacts.





ALL ABOUT JUBLIA



Matchmaking for exhibiting companies



Empowering meaningful connections at ReThink HK

AI-Powered Recommendations



MEET PEOPLE

DISCOVER COMPANIES



RESEARCH SOLUTIONS

SCHEDULE SESSIONS



1:1 IN-PERSON MEETINGS ON YOUR BOOTH

Pre-show



Search



Connect

On-site



Schedule



Meet

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.

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).

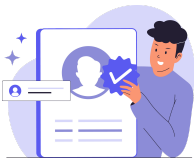
STEP BY STEP

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.

1



Build your profile

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

2



Book 1-1 meetings on your booth

Select a time, send a meeting request.

3



Browse top matches

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

4



Manage your event schedule

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



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.

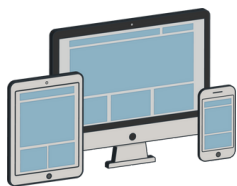


Listen Actively

Ensure staff can deliver a concise, compelling introduction.

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**

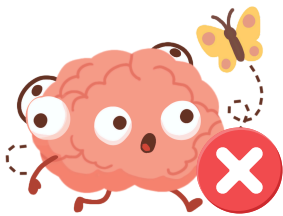




Managing Booth Conduct

Assign Specific Roles

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

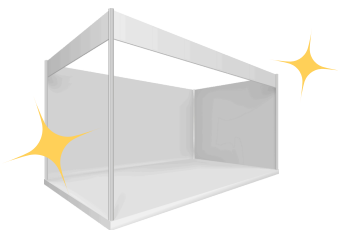


Stay Engaged, Not Distracted

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

Handle Tough Questions Gracefully

Prepare staff with clear responses to inquiries and objections.

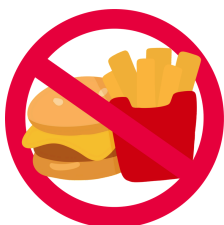


Maintain a Professional Space

Keep the booth organized, 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.

Sustainable People Transport Solution

At Volvo Buses, we integrate sustainability into every step: development, sourcing, production, and customer delivery. From reducing climate impact to responsible resource use, we're committed to delivering complete sustainable public transport solutions that help achieve ambitious climate targets.

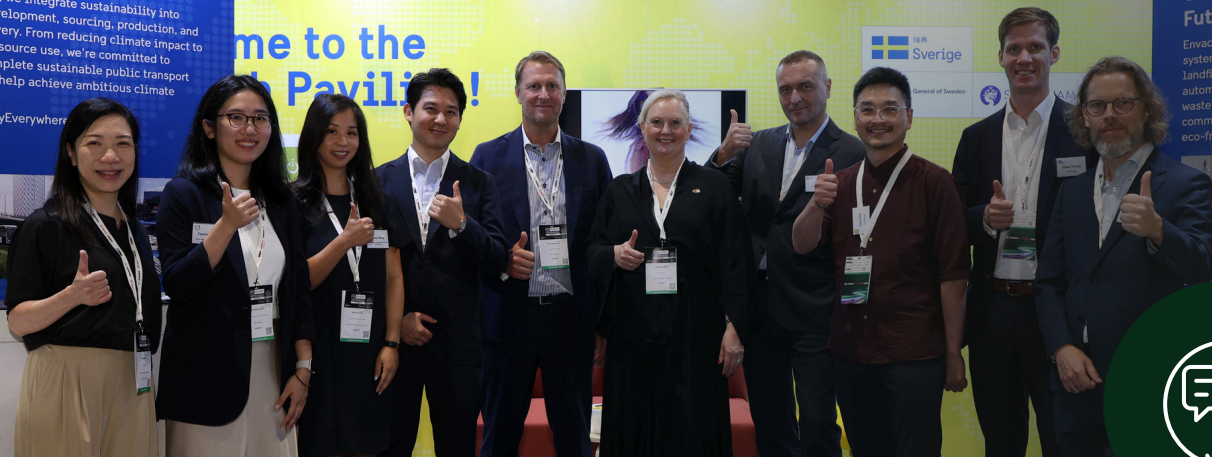
#SustainabilityEverywhere

Welcome to the Pavilion!

Sverige

Sustainable Waste Solutions for a Greener Future

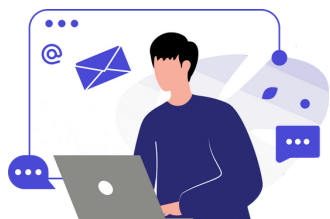
Envac delivers innovative waste management systems that reduce carbon footprints, minimize landfill use, and promote circularity. By automating waste collection and transfer waste through underground pipelines, we help communities and businesses embrace eco-friendly practices – today and tomorrow.



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.



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.



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