



01



BEFORE THE EXPO

Tell people you're exhibiting Invite clients and prospects

Share posts and build buzz

Set a clear goal

02



DURING THE EXPO

Be visible and start conversations

Give people a reason to stop

Post photos and videos live

Keep your message clear

03



MAKE YOUR STAND WORK HARDER

Promote a product or service

Launch something new

Offer an incentive

Target the right people

04



AFTER THE EXPO

Follow up quickly

Send info you promised

Book meetings



QUICK TIPS

• Plan ahead • Bring the right team • Be friendly • Listen • Stand out

GET THE MOST FROM YOUR STAND

01



BEFORE THE EXPO

Tell people you're exhibiting. Post on LinkedIn and email your contacts. Invite clients and prospects to visit you.

Build some buzz. Share what you're planning, who you want to meet, and what you'll be showcasing.

Use @ConstructExpo and #SECE2026 so more people see your posts.

Set a clear goal. Leads, meetings, or new connections—know what success looks like.

02



DURING THE EXPO

Be visible. Smile, start conversations, and make it easy for people to approach you. Give people a reason to stop.

This could be a giveaway, a demo, or something new you're launching.

Post live. Share photos and short videos to show what's happening on your stand.

Keep it simple. Make sure visitors quickly understand what you do and how you can help.

03



MAKE YOUR STAND WORK HARDER

Promote a product or service. Don't just say you're there—tell people why they should visit you.

Create interest. Launch something new or offer an "on the day" incentive.

Target the right people. Use social posts or ads to reach your ideal audience.

04



AFTER THE EXPO

Follow up fast. Thank people, send information, and book meetings.

Keep the conversation going while you're still fresh in their mind.



Quick tips

- Plan ahead
- Bring the right team
- Be friendly and proactive
- Listen more than you talk
- Stand out and be memorable