



01



PLAN & PREPARE

1. Don't promote your stand beforehand
2. Ignore exhibitor info
3. No clear goal for the event
4. Too few staff
5. Too many staff

02



TEAM & ENGAGEMENT

6. Staff not trained or prepared
7. Not friendly or approachable
8. Don't listen to visitors
9. Stand not interesting or clear
10. Act disinterested

03



NETWORKING & PRESENCE

11. Stay on your stand all day
12. Staff don't know the product
13. Weak elevator pitch
14. Nothing for visitors to take away
15. Avoid discussing price

04



FOLLOW UP

16. Slow to record leads
17. Poor or spammy follow-up
18. Packing up early
19. Not following up after the event



QUICK TIPS

- Stay confident
- Be approachable
- Listen
- Follow up quickly



01



PLAN & PREPARE

1. Not promoting your stand

Tell people you're attending before the event

2. Not reading the exhibitor info

Check all the details so you know what's included

3. No clear goal

Know what you want—leads, meetings, or awareness

4. Too few staff

Make sure you have enough people to speak to visitors

5. Too many staff

A crowded stand can put people off

02



TEAM & ENGAGEMENT

6. Unprepared team

Make sure your staff know what they're doing

7. Not engaging

Choose friendly, confident people who will start conversations

8. Not listening

Focus on what visitors need and ask questions

9. No reason to stop

Make your stand interesting and easy to understand

10. Looking uninterested

Be approachable, smile, and stay engaged.

03



NETWORKING & PRESENCE

11. Staying on your stand all day

Get out, meet people, and network around the event

12. Staff lack knowledge

Everyone should understand your products or services

13. Weak introduction

Be ready to clearly explain what you do in a few seconds

14. Nothing to take away

Have something visitors can keep or follow up on

15. Avoiding price questions

Be open and ready to give a guide on pricing

04



FOLLOW UP

16. Slow lead follow-up

Contact people quickly after the event

17. Sending poor follow-ups

Make your follow-up useful and relevant

18. Leaving early

Stay until the end—this is often when it gets busy

19. Not following up

This is where most value comes from—don't miss it