

Use an event as a short conversation to generate leads. The deals usually happen elsewhere.

Offer visitors something of value in exchange for their contact info: a free report, a white paper, a short consultation to address their challenges, a sample.

Your lead capture form should be customized to get exactly the information you need—no more, no less.

Seek to disqualify visitors. The sooner the better. For both of you.

### **Lead Generation**

When engaging a visitor, 'peel the onion' with questions to find out what their 'pain points' are.

Be nice and friendly to ALL visitors, even non-prospects. A referral can come from anywhere.

Don't just gather names of visitors. Qualify, qualify, qualify!

### ***POST EVENT***

#### **Booth Breakdown**

All events have a start and stop time. NEVER break down your booth without being authorized to do so by the event manager.

#### **Event Follow-up**

Review your show as soon as you're able. A thorough de-briefing with all staff within a couple of days will shed light on many important issues.

#### **Lead Prospect Follow-up**

Follow up every 'hot' event lead within 7 days to double your sales to those people. 7 days goes fast.



*LifeStyles* INFOCUS™

Vendor / Exhibitor Client

## Health Fair Event Tips



***Getting the greatest advantage from your Health Fair Event participation...***

LifeStyles INFOCUS  
13446 Poway Road #131, Poway, CA 92064  
Toll Free No.: 1-888-706-8ACT (8228)  
[www.lifestylesinfocus.com](http://www.lifestylesinfocus.com)

July 2009

## ***INTRODUCTION***

LifeStyles INFOCUS welcomes you as an exhibitor at its Health and Wellness events. Our main goal for these events is to create an interactive informative environment between the exhibitors and the attendees.

This booklet is intended to give our exhibitors guidance in putting on the most effective exhibit as possible to help you achieve your goals — and ours.

Three critical parts to your event timeline: pre-event preparation, event execution, post-event follow-up. Miss one at your peril.

## ***PRE-EVENT***

### **Preparation**

Every event requires some preparation dependent on the expected attendees, location, environment, theme and set-up. Understanding all of these will enable you to have the right materials and correct amount to hand out.

The most important thing to determine for each and every event is: What is your objective – for THIS event?

Invite people to your show! Clients, prospects, potential partners. Make it personal—people like to be wanted.

### **Personnel**

Event selling is chaotic. Sometimes the **worst** sales people are your regular sales people. Use a trained event sales person to double or triple your event results.

Define the skills needed by your booth staffers.

Set measurable objectives for everyone that participates in your booth.

## **Booth Environment / Branding**

The main job of your booth graphics is to grab the attention of a visitor long enough to bring them into your booth to learn more.

Look at your exhibit as if standing in a visitor's shoes and ask: What's in it for ME?

The signage at your show should clearly communicate what your company does and why your visitor should care.

Giveaways should be tied to your product and handed out only to qualified prospects.

## ***DURING THE EVENT***

### **Interaction with Attendees**

The #1 thing you can give an event visitor? A smile.

Standing in your tradeshow booth with your arms folded is a defensive, off-putting posture and will keep people from entering.

Engage your visitors by asking open-ended questions that relate to your product or service.

A crowd attracts a crowd. What can you do to create a crowd at your booth?

Get your visitor's hands busy doing something—anything—and they'll stay longer in your booth.

In an event booth, you ARE your company. Act accordingly. Your image, dress and behavior are all reflections of your company.

The #1 visitor turn-off? Staff people eating in the booth.