

Building an Engaging Exhibit

Seatrade Cruise Global isn't like other trade shows. It's colorful, energetic, and a ton of fun packed into three exhibition days. However, having a flashy display may not be enough to drive the right traffic to your booth. Here are a few tips to consider now that will help shape the look and feel of your booth and overall experience.

- 1 What are your objectives?** Decide now how you want to measure your success at the show. If you want to maintain existing relationships, for example, how do you track that on paper in a way that makes sense for your company?
- 2 Have a clear theme.** Whether you're a destination or you produce hull coatings, what's something that makes you stand out from your competition? Go with the unexpected, but be sure it can help you meet your objectives. Start brainstorming early and have your ideas finalized no later than the end of September.
- 3 Embrace it.** Once you've decided on a theme, incorporate it into everything. Consider how you can work it into giveaways, food and beverage, and displays. If you've exhibited before, what are the big and little things you can change about your existing material? What pre-show channels can you leverage? Make sure that everything you do is cohesive.
- 4 Keep it simple.** Concentrate on one strong message. You don't want to confuse your prospective customers, or overwhelm them with too much information—or too many giveaways. If anything, leave them wanting more. At Seatrade Cruise Global, understated and simple can make a bigger splash than over the top, especially when you're in a sea of parties.
- 5 Consider your booth staff.** A tradeshow isn't a good place for an introvert. Bring staff who are energetic and friendly, and who are going to welcome guests to your booth. A smile goes a long way, and knowledge goes further: your staff should know your theme and messaging inside and out.

What advice do you have to engaging exhibitors? Share your best practices with us at marketing@seatradcruiseglobal.com.

For more tips like these, visit www.seatradcruiseglobal.com.

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