

# Tips for the TAS Exhibitor

**Who is on the exhibiting team? Who are we expecting to market our destination or tour product to?**

If that sounds like the kinds of questions you would expect to hear as you're preparing for your Travel & Adventure Show, we have you covered. Here are 10 tips to help you succeed!

1

**Give yourself enough time to prepare.** Planning and preparing for a show of this size can take several months. Utilize the Exhibitor Services Manual, it has everything you need!  
*\*Pay attention to advanced rate discount deadlines and important dates for hotel reservations, pre-show booth services, and shipping.*

2

**Set measurable goals for the show.** Do you want to promote your destination, launch a new tour product, or simply to make sales and build revenue? Setting goals will help you focus your efforts.

3

**Design a dynamic booth.** Pictures of your destination are recommended, along with other types of marketing materials. Utilize photos, music, videos, and other creative elements to attract attendees to your booth.

4

**Prepare 4 to 6 engaging questions** to ask attendees and prospective customers. Questions that stimulate their interest and capture their attention can encourage conversation, which gives you the opportunity to make your sales pitch.

5

**Establish a dress code for your exhibiting team.** T&A Show exhibitors tend to wear business casual clothing with their company logo displayed. Depending on what type of destination or service you are exhibiting with, this may vary. Dressing uniform or similar reflects unity and organization, which is very attractive to prospective consumers!

6

**Send email and direct mail campaigns** to loyal customers and hot prospects before the show, urging them to stop by your booth. You can use these communications to share your show specials, booth giveaways, and activities at the show.

7

**Utilize social media** to spread the word you are coming to the show, get your name out there, share your show specials and promotions, and create buzz around the event!

8

**Make it easy for attendees to get sales literature** and other promotional items at your booth. Be sure to have plenty of material on hand as most exhibitors claim they run out by the end of day one!

9

**Create the right first impression** that makes attendees feel welcome. Be sure to stand up, smile, make eye contact, and be welcoming to attract attendees to your booth.

10

**Try to set up meetings** with qualified contacts, influencers, existing customers and prospective customers while at the show. Face to face contact is a powerful force that can create the relationships you need to succeed!

