



The Most Important Person to Have In Your Booth

By Jefferson Davis, *Competitive Edge*

To succeed at trade shows, there are so many things you have to get right; but one of the most important things you absolutely cannot misfire on is the people you put in your booth to interact with visitors.

One of the most important tasks of a booth staffer is to identify and meet the information needs of visitors. If you do this well, you will win the appreciation, respect, trust and ultimately, the confidence of architects to specify your products in their projects.

It's critically important to understand that architects do not technically "buy" your products. They do, however, specify products.

The primary reason architects visit an exhibitor's booth is to learn more about your products so they can make a well-informed decision when specifying products into their design plans. They want to understand what applications and situations your products are perfect fits for. And they want to understand what makes your products different than your competitors.

To be able to meet architects' information needs, the most important people you **MUST HAVE** in your booth are your product experts. That might include product managers, developers and engineers.

Equally important to having your product experts in the booth, is promoting in your pre- and at-event marketing communications that your product experts are available, ready and able to answer any technical and fit questions you might have. In fact, it's a good idea to encourage architects to bring their toughest questions to your team!

In closing, please remember architects are not coming to your booth to be sold. They are coming to your booth to learn. By putting the right people in your booth, you will attract more architects and meet their information needs, which will ultimately lead to more specifications and sales for your company.



Jefferson Davis, President of Competitive Edge is North America's leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly-intensive exhibit consulting and staff training services guaranteed to deliver results. For a no-obligation discovery meeting, [schedule a 30 minute meeting here](#).