



Tradeshows are about FACE and NEXT. Almost every exhibiting goal you want to achieve involves getting face-to-face contact with certain people during the show.

CRITICAL SUCCESS FACTOR #2: SELECTIVE ATTRACTION

When it comes to tradeshows, it’s important to understand two things: 1. you have a limited amount of capacity for face-to-face interaction, 2. not everybody attending ISSA/INTERCLEAN are the right people for you.

The principle of **Selective Attraction** is one of the most important things you need to address to execute an effective exhibit. You do not want to just rent space, show up and hope the right people find you. Here are three important questions you and your team need to give thoughtful answers to and act on:

1. Who are the right people for you?

- Relationship with company? Customers/Prospects in Sales Funnel/New Contacts/Other?
- Types of companies? _____
- Job functions and titles? _____
- Geography? _____
- Other? _____

2. How much is enough? Calculate your **Exhibit Interaction Capacity** using the formula below:

	<u>Example</u>	<u>Your Company</u>
• Number of exhibiting hours:	20	20
• (x) Average number of booth staff on duty:	x *2	_____
o Rule of thumb: 50 sq. feet per staffer		
• (x) Target number of interactions per hour/per staffer:	x *3	_____
o 3 conservative/ 4 moderate / 5 aggressive		
• (=) Your Exhibit Interaction Capacity:	120	_____

3. What specifically are you going to do between now and show time to make sure your company is “in their mind” and “on their agenda”?

- What list sources will you use? Consider internal and external sources.
- What is your message or reason why they should visit you?
- What will they SEE – DO – LEARN – GET by visiting your booth?
- What media will you use? When?

For a deeper dive on this critical exhibiting topic, view the ISSA/INTERCLEAN webinar replay: **Building Brand Awareness & Driving Qualified Booth Traffic** available now on Exhibitor Success Program web page.

If you have any questions, please feel free to reach out to your ISSA/INTERCLEAN account executive.