

1 YOUR MESSAGING

Focus your message on the Expo's prime audience of new home buyers and those interested in Real Estate in the Valley. Customize your exhibit space to specifically attract those on the market for a new home.

2 YOUR EVENT GOALS

Determine Expo goals in advance of the show. Do you want to gather leads? Sell a product? Promote an event? Develop a strategy for obtaining the goals you would like to hit.

3 YOUR EVENT STAFF

Train your staff to be friendly, outgoing, and knowledgeable about your products and services. Train them to smile, ask questions, and listen to attendees. Also, make sure they dress the part and look professional!

4 YOUR EXHIBIT AREA

Produce an attractive, uncluttered exhibit consistent with your brand, message, and goal. Keep your exhibit open and inviting. Don't block more than 20% of your space with counters, walls, or excessive staff.

5 YOUR APPROACH

Be interactive! Give attendees a reason to stop and talk to you and your staff. Host games, sweepstakes, or a scavenger hunt and a crowd will quickly gather around. (Having candy or awesome giveaways also helps!)

6 YOUR SIGNAGE

Use high-impact graphics that focus on grabbing attendee attention and communicating your message. Banners on a back wall, easel signs, or branded table skirts will help you stand out on the show floor.

7 YOUR SOCIAL MEDIA

Use the Expo to speak to those already following your company! Post and Tweet about the event and urge your audience to come see you live. Offer incentive!

8 YOUR GIVEAWAYS

People love FREE stuff. Giveaway items with your logo that will demand your attendees' attention. Branded candy, t-shirts, stress balls, pens, bottle openers, etc. will slow down attendees to start a conversation.

9 YOUR PRIZES

Use more valuable prizes as a draw to secure attendee's personal information. This is great for lead capture. Use signage and social media to leverage your raffle and create a buzz.

10 YOUR FOLLOW-UP

Follow-up is key to your success. Have a plan for post-Expo follow-up to ensure your message and excitement continues to grow.