



The one person problem - the one who does it all. Sets up the display, works the show, tears down, goes home. Yes, we agree it's tough to go it alone. But while it is more difficult to do it by yourself, it is possible if you follow these suggestions...

1. Lighten Your Load

If possible, ship everything ahead of time and pay the drayage and set-up to get it in place. If not, make your display easy-to-handle, be judicious with your handouts and goodies. Lesson is - don't wear yourself out before the show.

2. When You Are Alone

Generally this will be at a small show, a much more informal affair but that does not mean manners go out the door. Chances are not everyone knows you or your company, so while you can glad-hand some visitors, you have to be on your best behavior at all times.

3. Plan to Eat

No, not in the booth, but load up beforehand. Be cautious with drinks. You should try to pace your time according to breaks or slowdown in floor traffic.

If you are in a 3-4 hour show, you can make like a camel and get through the time without a problem. Normally I suggest a 10-15 minute break to get off the floor, take care of business, grab a power bar or other energizing snack and appear refreshed at your booth.

4. Find a Replacement

Ask a client to stop by and help you for 30 minutes. Show them around your space and discuss most FAQs for your firm. Leave for few minutes to refresh yourself. Come back and thank your client. Note - if a client is unavailable, make friends with another exhibitor and make your break quicker. Truth is - with any space that looks empty, you will miss not only the person coming by right then but will be subject to impressions and gossip that you don't want - "Well, nobody was in the booth and I couldn't ask - learn - buy - whatever..."

5. Make a Sign

If you absolutely positively have to be away for a few minutes, make a large sign with a little humor or just straight info. I absolutely hate signs that say "Back in 5 minutes" - from when? Is it worth me dawdling for 5 minutes to get the info I need or should I move onto your competitor? Time is short. I move on but maybe pick up something from your booth - a business card, a toy or your laptop - and maybe contact you later.

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