



Do you have an inner voice that says - "Calories Don't Count When You're on the Road?"

Yum, yum, yum but sorry - your outer self shows your caloric creep after the show.

At the show, you wait for a break to eat, so you graze on the Hershey Kisses, munch leftover bagels and sip from the full-sugar, super-size soda you hid under the table. What happens while you wait? Weight creeps up because you're off your regular schedule.

Here are 8 TIPS for Eating Right on the Road...

1. Get Up Early & Exercise

It gets your body and mind going. Even 15 minutes each day at the gym, in your room, or a walk around the block are fine. Walk the show. Take your 10,000 steps each day looking for new ideas.

2. Sit Down & Eat Breakfast

Easy on the carbs - cereals, breads, croissants, bagels, etc. - heavy on protein and fruit. Eat real fruit, not dried or juices. Meet the prospect at the hotel for breakfast. Chew slowly, listen carefully and do a deal.

3. Stop Nibbling at Each Booth

Yes to chocolate. The darker the better - ignore milk chocolate - and take one small plain piece. Not more than one piece per hour. Skip the candy bars, cookies and frothy drinks.

4. Schedule Time to Relax

Trade shows are rushed and conferences are scheduled to the max. Stress to produce and always be on-stage are inherent in your long days. But there are slower times and even a 30-minute break in a quiet area calms you down.

5. Pace Your Entertainment

Drinks. Appetizers. Breads. Fancy try-something-new meals. Sauces and, of course, dessert. Client entertaining. Sales meetings. Cocktail parties. Just parties. Don't overload a month of entertaining into three days...it will take you more than three days to get you back on schedule.

6. Do Not Eat in the Booth

First, it's rude. Second - you look busy, so I won't stop to bother you. Third, you will wolf down something unhealthy.

7. Drink Water

It is particularly important not to get dehydrated. Generally the atmosphere at a show is dry, your hours are longer than normal, your schedule permits fewer chances to refresh and fewer pit stops.

8. Do Not Treat Yourself at the Airport

Sure, you're rushed but then you have to wait. You want to get started on work due so it's easier to nibble with one hand while B'berriyng or tapping on the laptop. All the wonderful aromas waft from the kiosks - muffins, french fries, burgers, liquor and fat, fat, fat. Be strong- ignore them. Eat a salad or energy bar. Start on your re-acclimation to your regular life.

Emotionally it's not easy to be on the road. Mentally, it's tough to be at a show when it's more negative than positive. Physically it can be draining. Taking care of yourself should be your first priority.

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