



When it comes to booth staffing, too many companies find that it's either feast or it's famine: They send far too many people to staff the exhibit, or not nearly enough.

Too few people, and your staffers have to be 'on' for nearly the entire show. Without much needed breaks from the show floor, morale plummets, attitudes crumble, and all of your hoped for show results just fly out the window. After all, what attendee wants to engage with a staffer who looks like they'd rather be anywhere but at the show, one who is visibly exhausted, or worse -- for example: one who isn't even there, as they have to leave the exhibit unmanned to make a dash for the restroom?

Reverse the situation and things aren't any better. Having an excess number of booth staffers proves that you can have too much of a good thing. Too many staffers, and they tend to chit chat, especially during slow times. These cozy little conversations may be interesting, but they're off-putting to attendees, who are loath to interrupt or who simply feel that the staffers are too busy or too reluctant to talk to them.

There's no exact magical formula that dictates exactly how many staffers you'll need for a given show: a lot depends on show traffic, number of attendees interested in your offerings, and staff members you have available to work the show.

However, a guideline many exhibitors use is to have one staff member for every 55-65 sq.ft. of open exhibit space (or use the following formula).

At a minimum, you want enough staff to ensure that every member of your team gets adequate breaks while avoiding booth congestion -- crowds of your own people forcing attendees out and away from the exhibit.



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