

WABA Home Show

Exhibitor Marketing & Booth Success Guide

The Home Show is more than just a booth space — it is your opportunity to create meaningful connections, build trust, generate leads, and grow your business in front of thousands of motivated homeowners and decision-makers.

This guide was designed to help exhibitors maximize visibility, increase engagement, and create a memorable experience that drives results both during and after the Show.

1. Create a Booth That Stops Traffic

- Use clean, professional signage that clearly communicates who you are and what you offer.
- Incorporate lighting, movement, and eye-catching visuals to draw attendees into your space.
- Keep your booth open and inviting so visitors feel comfortable entering and engaging.
- Avoid clutter — focus on a strong message and a polished presentation.
- Use branded table coverings, banners, uniforms, and displays for a cohesive appearance.

2. Engage Visitors Immediately

- Greet attendees within the first few seconds of approaching your booth.
- Ask engaging questions instead of waiting for visitors to start the conversation.
- Create interactive experiences such as demonstrations, samples, contests, or touch-and-feel displays.
- Have a quick 15-second explanation ready that clearly communicates your value.
- Train your booth staff to be energetic, approachable, and knowledgeable.

3. Promote Your Presence Before the Show

- Announce your participation on social media several weeks before the event.
- Send emails to customers and prospects inviting them to visit your booth.
- Offer exclusive show-only promotions, giveaways, or discounts.
- Use countdown posts, behind-the-scenes setup photos, and teaser videos to build excitement.
- Encourage customers to share your booth information online.

4. Capture More Leads

- Use digital lead forms, QR codes, or giveaway entries to collect visitor information.
- Focus on quality conversations rather than simply handing out brochures.
- Take notes after conversations so your follow-up communication feels personalized.
- Offer incentives for appointments, consultations, or post-show meetings.
- Ensure every visitor leaves knowing how to contact you.

5. Make Your Booth Memorable

- Incorporate unique experiences that attendees will talk about after the event.
- Use games, prize wheels, live demonstrations, or hands-on activities.
- Provide branded giveaways that are useful and easy to carry.
- Use video screens or photo displays showcasing your work and customer success stories.
- Create a warm, energetic environment that reflects your company culture.

6. Follow Up Quickly After the Show

- Reach out to leads within 48–72 hours after the event.
- Send thank-you emails and provide additional information based on visitor interests.
- Connect with prospects on social media and continue the conversation.
- Track leads and appointments generated from the Show to measure success.
- Stay consistent — the exhibitors who follow up fastest often see the best results.

Your Success Starts Before the Doors Open.

The exhibitors who stand out are the ones who prepare early, engage intentionally, and create an experience attendees remember. By combining strong branding, interactive engagement, and strategic follow-up, your booth can become one of the most impactful experiences at the WABA Home Show.

WABA Home Show Tip: Don't just sell products — build relationships. People remember experiences, energy, and genuine conversations long after the Show ends.