



EXHIBITOR MARKETING & BOOTH SUCCESS GUIDE

A practical guide for attracting attention, starting better conversations, capturing stronger leads, and turning show traffic into business.

PREPARE

Plan your message, space, team, and goals.

ENGAGE

Create a welcoming, memorable experience.

FOLLOW UP

Respond quickly and measure the results.

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STRATEGY FIRST

Plan for Success Before You Design the Booth

The strongest exhibitors begin with a clear goal. Decide what a successful show looks like for your company, then build the booth, staffing plan, promotion, and follow-up process around that goal.

Choose 2-3 primary goals

Examples: schedule consultations, collect qualified leads, introduce a new product, demonstrate expertise, reconnect with past customers, or increase brand awareness.

Define the numbers that matter

Track more than total leads. Consider qualified conversations, appointments scheduled, quotes requested, samples distributed, website visits, social engagement, and closed business.

Build a simple show strategy

- Audience: Who is the ideal visitor for your booth, and what problem are they trying to solve?
- Message: What is the one idea every attendee should understand within five seconds?
- Action: What do you want the visitor to do next - scan, schedule, request a quote, enter a giveaway, or watch a demonstration?
- Proof: What examples, photos, testimonials, samples, or demonstrations will build trust?
- Follow-up: Who owns each lead after the show, and how quickly will they respond?

Recommended planning timeline

WHEN	FOCUS	KEY ACTIONS
6-8 weeks before	Strategy	Set goals, confirm booth message, plan the display, assign a budget, and decide how leads will be captured.
3-4 weeks before	Promotion	Prepare social posts and emails, order printed materials, finalize giveaways, and train booth staff.
1 week before	Readiness	Test QR codes and devices, pack supplies, review show rules, confirm schedules, and rehearse the 15-second pitch.
Show days	Execution	Engage consistently, record useful notes, refresh the booth, take photos, and review results at the end of each day.
Within 48-72 hours	Follow-up	Send personal follow-up, schedule appointments, enter leads into your system, and assign next steps.

WABA HOME SHOW TIP

Make one person responsible for the complete exhibitor plan. Clear ownership prevents last-minute gaps between marketing, booth design, staffing, lead capture, and follow-up.

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BOOTH DESIGN

Create a Booth That Stops Traffic

A strong booth quickly answers three questions: Who are you? What do you do? Why should an attendee stop? Design for clarity first, then add visual interest.

Use a clear visual hierarchy

- Top level: Your company name or logo should be visible from the aisle and easy to recognize.
- Main message: Use one short headline that explains the benefit you provide. Avoid trying to list every service.
- Proof: Show completed work, before-and-after images, samples, reviews, or results that support the message.
- Next step: Make the call to action obvious: "Schedule a consultation," "See it in action," or "Scan for project ideas."

Make the booth open and inviting

Keep the front of the booth clear. Position tables, counters, and displays so visitors can step into the space without feeling trapped. Staff should stand near the aisle, not behind a barrier.

Use lighting and movement carefully

Well-placed lighting can highlight products and improve photos. A working demonstration, rotating display, or video can attract attention, but it should support the message rather than create noise or clutter.

Booth design checklist

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| ☐ Logo and company name are visible from the aisle | ☐ Cords, tools, and storage are safely concealed |
| ☐ Main message can be understood in five seconds | ☐ The booth has enough lighting for the products shown |
| ☐ Display is clean, professional, and on-brand | ☐ QR codes are large enough to scan and have been tested |
| ☐ Products and samples are easy to see or touch | ☐ Printed materials are organized and easy to restock |
| ☐ All materials fit within the assigned booth footprint | ☐ Personal bags, food, and coats are kept out of sight |

AVOID THE "BROCHURE TABLE" LOOK

A table covered with stacks of flyers does not explain why someone should stop. Use one strong visual, one clear message, and one reason to interact. Brochures should support the conversation, not replace it.

Reminder: Follow the Exhibitor Handbook, venue requirements, and all show rules when planning signs, structures, demonstrations, food, utilities, sound, or special equipment.

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BOOTH STAFFING

Engage Visitors Immediately

Attendees often decide whether to approach a booth based on the energy and body language of the people working it. A great display cannot overcome an unprepared or disengaged team.

Create a simple staffing plan

Greeter / opener

Welcomes visitors, asks a first question, and quickly determines what the attendee is interested in.

Expert / demonstrator

Explains products or services, conducts demonstrations, answers technical questions, and builds trust.

Lead recorder

Captures accurate contact information, notes the need and timeline, and confirms the next step before the visitor leaves.

Booth lead

Maintains the schedule, restocks materials, solves problems, and keeps the team focused and consistent.

Train the team to start better conversations

- Greet visitors within a few seconds. A smile, eye contact, and a relaxed welcome are often enough to begin.
- Use open questions: "What brings you to the show today?" "Are you planning a project?" "What are you hoping to learn?"
- Listen before presenting. Match the conversation to the visitor instead of repeating the same sales pitch to everyone.
- Keep the first explanation to about 15 seconds, then ask another question.
- End every useful conversation with a clear next step and confirm how the attendee prefers to be contacted.

15-SECOND INTRODUCTION TEMPLATE

"We help [type of customer] with [problem or project] by providing [your solution]. The biggest benefit is [result]. Are you currently planning anything related to that?"

DO	DON'T
Stand, smile, make eye contact, and remain available.	Sit behind a table, look at a phone, eat in the booth, or hold private team conversations.
Use short shifts and schedule breaks so the team stays energetic.	Expect one person to work every hour without relief.
Wear professional, consistent attire with visible name identification.	Wear clothing that makes it difficult to identify who represents the company.

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EXPERIENCE AND ENGAGEMENT

Make the Booth Memorable

People remember what they did and how they felt. A relevant hands-on experience can create longer conversations, stronger recall, and more natural opportunities to capture leads.

Choose an activity that supports your business

Demonstrate

Show a process, tool, product feature, comparison, or transformation. Keep demonstrations short enough for people to join at any point.

Let them try it

Use samples, materials, touch-and-feel displays, design tools, mini challenges, or safe hands-on activities.

Invite participation

Use a quiz, prize wheel, voting station, photo moment, project planning worksheet, or appointment incentive.

Giveaways and promotions should have a purpose

- Useful beats expensive: Choose items attendees will keep, use, or associate with the service you provide.
- Make the exchange clear: Tell visitors whether a giveaway requires a form, appointment request, or contest entry.
- Use show-only offers carefully: A strong offer should encourage action without making your everyday value feel inflated.
- Protect the brand: Avoid low-quality items, confusing rules, or activities that attract a crowd but no relevant prospects.
- Plan for traffic: Make sure the activity can be managed safely without blocking the aisle or neighboring booths.

Conversation-friendly activity ideas

For builders and remodelers

Project “before and after” voting, finish samples, mini design consultation, cost-range conversation, or a walk-through of the planning process.

For products and services

Live product comparison, maintenance quiz, efficiency calculator, material sample station, test-and-try display, or scheduled mini demonstrations.

KEEP IT EASY TO UNDERSTAND

An attendee should be able to see what is happening, understand how to participate, and know what they receive without a long explanation. If the activity creates a line, assign one person to manage it and one person to continue conversations.

Plan the experience from start to finish

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| ☐ Activity is relevant to the company and target audience | ☐ Lead capture is connected to the experience |
| ☐ Instructions are visible and simple | ☐ Prizes, drawings, or offers have clear rules |
| ☐ Supplies are packed in realistic quantities | ☐ The setup is safe and remains inside the booth |
| ☐ A staff member is assigned to operate the activity | ☐ The activity can be paused or reset quickly |

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PRE-SHOW MARKETING

Promote Your Presence Before the Show

Do not rely only on show traffic. Invite the people who already know your company and give new prospects a reason to look for you when they arrive.

Use a simple multi-channel plan

- Social media: Announce your participation, share behind-the-scenes preparation, introduce the booth team, and post a final reminder before the show.
- Email: Invite customers and prospects, explain what they can see or do at the booth, and include a clear reason to attend.
- Website: Add the show to your events page, homepage, or blog and link to show information when appropriate.
- Team sharing: Provide employees with ready-to-use graphics and copy so they can share the event through their own professional networks.
- Partners: Ask manufacturers, suppliers, designers, or other partners to mention your booth when the collaboration is relevant.

Suggested content schedule

TIMING	CONTENT IDEA
3-4 weeks before	Announcement: what you will feature, where to find you, and why attendees should stop.
2 weeks before	Educational post, project tip, product preview, or team introduction connected to the show.
1 week before	Show-only offer, demonstration schedule, giveaway details, or appointment availability.
1-2 days before	Final reminder with booth location, show information, and a clear invitation.
During the show	Photos, short videos, customer-friendly demonstrations, and reminders that there is still time to attend.

SAMPLE SOCIAL CAPTION

We are excited to be part of the WABA Home Show! Visit us to [see/try/learn] [specific feature], meet our team, and talk about your next home project. Find us at [booth location]. We look forward to seeing you at the show!

SAMPLE CUSTOMER EMAIL

Subject: Come see us at the WABA Home Show

We will be at the WABA Home Show and would love to see you. Stop by our booth to [specific reason]. Our team will be available to answer questions about [services/products], and we will also be offering [demonstration, giveaway, or show special]. Add the show to your calendar and come say hello!

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LEAD MANAGEMENT

Capture and Qualify More Leads

A long list of names is not automatically a strong result. The goal is to record accurate information, understand the need, and leave with a clear next step.

Choose a lead-capture method before the show

Digital form or QR code

Fast, searchable, and easy to route. Test the form on multiple phones and make sure the confirmation page explains what happens next.

Staff-assisted entry

A team member enters the information while talking with the visitor. This often produces better notes and fewer incomplete entries.

Appointment calendar

Useful when the desired action is a consultation, estimate, design meeting, or showroom visit. Keep time slots realistic and confirm them immediately.

Paper backup

Keep a simple paper form available in case of a device, internet, or battery issue. Enter the information into your system as soon as possible.

Collect the information you will actually use

- Name, email, phone number, and preferred contact method.
- Project type, product interest, or problem the attendee wants to solve.
- Estimated timing and whether a decision-maker is involved.
- Location or service area, when relevant to your business.
- Specific notes: what was discussed, materials viewed, concerns, and the promised next step.
- Permission or appropriate consent for marketing follow-up when required.

Use a simple priority system

PRIORITY	WHAT IT MEANS	FOLLOW-UP
A - Hot	Clear project, realistic timeline, decision-maker involved, and strong fit.	Personal response within 24 hours. Offer a specific appointment time.
B - Warm	Interested and qualified, but timing or scope is still developing.	Respond within 48 hours with useful information and a clear next step.
C - Nurture	Longer-term interest, early research, or limited current need.	Add to an appropriate follow-up sequence and check in periodically.

END WITH A CONFIRMED NEXT STEP

Before the attendee leaves, repeat what will happen: "I will email the information tomorrow," "Our estimator will call you Monday," or "Your consultation is scheduled for Thursday at 3:00." Clear expectations build trust and improve response rates.

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SHOW-DAY EXECUTION

Run the Booth Like a Pro

Consistency matters across every hour and every shift. Use short checklists so the booth remains clean, stocked, welcoming, and focused on the goals you set before the show.

Before the doors open

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| ☐ Remove boxes, carts, tools, and setup materials | ☐ Restock brochures, samples, forms, and giveaways |
| ☐ Wipe surfaces and straighten displays | ☐ Review the staff schedule and break plan |
| ☐ Turn on approved lighting, screens, and demonstrations | ☐ Confirm the main message and daily goal |
| ☐ Test QR codes, forms, chargers, and internet-dependent tools | ☐ Take a clean booth photo before traffic begins |

During each shift

- Keep at least one prepared staff member available to greet attendees.
- Record useful notes immediately instead of relying on memory at the end of the day.
- Watch the aisle and welcome people without aggressively pulling them into the space.
- Refresh samples and printed materials before they look depleted or disorganized.
- Monitor demonstrations, sound, cords, and crowding so the booth remains safe and considerate of neighbors.
- Capture approved photos and short videos that can be used in same-day promotion and post-show marketing.

At the end of each day

Review results

Count leads, appointments, quotes requested, and other key actions. Identify the strongest conversations and mark them for priority follow-up.

Reset and improve

Restock supplies, charge devices, clean the space, secure valuable items, and adjust the message or staffing plan based on what worked.

Emergency booth kit

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| ☐ Tape, scissors, zip ties, clips, and basic tools | ☐ Pens, markers, notepads, business cards, and paper lead forms |
| ☐ Phone chargers, power banks, and extension needs approved for the booth | ☐ Water and small approved snacks for staff breaks |
| ☐ Cleaning wipes, paper towels, hand sanitizer, and trash bags | ☐ Extra name badges, branded apparel, and simple repair supplies |

BE A GOOD SHOW NEIGHBOR

Keep conversations, displays, demonstrations, and storage within your booth. Do not block the aisle or use another exhibitor's space. A professional environment helps every exhibitor succeed.

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AFTER THE SHOW

Follow Up Quickly and Measure Results

The show creates the opportunity; follow-up creates the business. Respond while the conversation is still fresh and while your company is still recognizable to the attendee.

Recommended follow-up rhythm

TIME	ACTION
Same day	Secure the lead data, assign ownership, and flag urgent requests or scheduled appointments.
Within 24 hours	Contact hot leads personally. Reference the actual conversation and confirm the promised next step.
Within 48-72 hours	Send the remaining follow-up, provide requested information, and connect on the appropriate professional channels.
Within 1 week	Attempt a second contact for qualified leads who have not responded and confirm upcoming appointments.
Within 30 days	Review quotes, appointments, sales progress, and lessons for the next show. Continue nurturing longer-term prospects.

SAMPLE PERSONAL FOLLOW-UP EMAIL

Subject: Great meeting you at the WABA Home Show

Hi [First Name], it was great speaking with you at the WABA Home Show about [specific project or interest]. Based on our conversation, I am sending [the information promised]. The next step we discussed is [appointment/call/quote]. Please reply here or call me at [number] if you would like to adjust the plan or have another question. Thank you for stopping by our booth.

Measure the full result

Activity metrics

Booth conversations, qualified leads, appointments, demonstrations, samples, QR scans, website traffic, email signups, and social engagement.

Business metrics

Quotes requested, proposals sent, appointments completed, sales closed, revenue influenced, average lead value, and cost per qualified lead.

- Compare results to the goals set before the show.
- Ask the booth team what questions were repeated and what messages attracted the best prospects.
- Document what to keep, change, order, or eliminate before the next show.
- Continue tracking leads long enough to capture projects with a longer sales cycle.

FAST + PERSONAL + SPECIFIC

The most effective follow-up is not a generic mass email. It reminds the attendee who you are, references the conversation, provides something useful, and makes the next step easy.

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QUICK REFERENCE

Exhibitor Success Checklist

Use this page as a final review with your booth team. The goal is a professional space, a prepared team, meaningful conversations, accurate lead information, and prompt follow-up.

Before the show

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| ☐ Set 2-3 measurable goals | ☐ Create and test the lead-capture process |
| ☐ Confirm the target audience and main message | ☐ Prepare the staff schedule and booth roles |
| ☐ Design an open, polished booth | ☐ Train the team on questions and the 15-second introduction |
| ☐ Order signs, materials, samples, and giveaways | ☐ Schedule social posts and customer invitations |
| ☐ Plan one relevant engagement feature | ☐ Review the Exhibitor Handbook and show requirements |

During the show

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|---|---|
| ☐ Open with a clean, fully stocked booth | ☐ Capture complete information and useful notes |
| ☐ Greet visitors quickly and naturally | ☐ Confirm a next step with qualified leads |
| ☐ Ask questions before presenting | ☐ Reset the booth throughout the day |
| ☐ Keep staff focused and phones out of sight | ☐ Review results and priority leads each evening |

After the show

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| ☐ Assign every lead to a specific person | ☐ Track appointments, quotes, and sales |
| ☐ Respond to hot leads within 24 hours | ☐ Thank the booth team and review lessons learned |
| ☐ Complete remaining follow-up within 48-72 hours | ☐ Save notes, photos, and supply counts for next year |

YOUR SUCCESS STARTS BEFORE THE DOORS OPEN

The exhibitors who stand out prepare early, communicate clearly, engage intentionally, and follow up consistently. Do not just display products - create a useful experience, build relationships, and give every qualified visitor a clear reason to continue the conversation.

QUESTIONS ABOUT EXHIBITING?

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This guide provides general marketing and booth-success recommendations. Exhibitors remain responsible for complying with the current Exhibitor Handbook, venue rules, show instructions, and applicable laws and regulations.