



Exhibitor Success Guide & Key Resources

Hosted by APRO and TRIB Group | August 11-14, 2025 | Omaha, NE

Please make sure to provide your direct email address instead of shared/generic email addresses (such as marketing@, info@, etc.). Marketing automation tools exclude shared email addresses, and you will miss important reminders and deadlines. Your information will not be shared with parties outside the companies contracted to support RTO World.

Do not fall for scams by predatory companies claiming to provide hotel reservations, verified lists, or other services. Attendee lists are provided to paid exhibitors. Hotel reservations are only allowed for booth staff registered through a link provided by RTO World staff. **Vendors not listed in this document are NOT affiliated with RTO World.**

Important Links

- [Exhibitor and Sponsor Reservation Form](#)
 - Reserve booth
 - Reserve sponsorship
 - Rules and regulations
- [RTO World Website](#)
- [RTO World Schedule](#)
- [RTO World Registration](#)
 - Register booth staff
 - Complimentary booth staff registrations (EXHIBITOR/SPONSOR - COMPLIMENTARY ATTENDEE)
 - Additional paid booth staff registrations (EXHIBITOR/SPONSOR - ADDITIONAL PAID ATTENDEE)
- [RTO World Hotel Booking Link](#)
 - Choose "Attendee" from the "Select attendee type" drop-down; you do not need to enter an access code.
- [Exhibitor Pro Portal \[Shepard\]](#)
 - Order custom furniture, A/V, electric, internet, and other booth amenities
 - Shipping dates and labels
 - Pay balances and retrieve receipts

Onsite Schedule for Exhibitors

[View the full conference schedule online](#)

Date	Start	End	Item
August 11 - Monday	8:00 AM 12:00 PM 1:00 PM 3:15 PM 5:30 PM	10:00 PM 6:00 PM 3:00 PM 5:30 PM 6:30 PM	Exhibitor Move-In Registration Opens Protecting Your Business: Compliance Edition Women's Forum: Communicating with Confidence Vendor Speed Dating Extravaganza
August 12 - Tuesday	8:00 AM 8:30 AM 9:00 AM 10:30 AM 11:30 AM 1:00 PM 2:00 PM 4:00 PM 5:45 PM	3:00 PM 9:00 AM 10:00 AM 11:15 AM 12:45 PM 1:45 PM 2:45 PM 5:30 PM 7:45 PM	Exhibitor Move-In Early Morning Insights Opening Keynote Education Breakouts #1 APRO Awards Luncheon and Business Meeting Education Breakouts #2 Education Breakouts #3 Hot Show Preview Hot Show & Reception
August 13 - Wednesday	7:30 AM 10:00 AM 12:00 PM 4:00 PM 7:00 PM	9:00 AM 5:00 PM 1:30 PM 5:00 PM 10:00 PM	Pre-Tradeshow Breakfast Exhibit Hall Open Networking Lunch in Exhibit Hall Tradeshow Networking Reception Experience Party
August 14 - Thursday	7:30 AM 8:30 AM 9:30 AM 12:30 PM	9:00 AM 9:30 AM 12:30 PM 6:00 PM	Continental Breakfast Tissot Talk: Why They Buy Exhibit Hall Open Exhibitor Move Out

RTO World

Authorized Partners & Contacts

Item	Name	Contact Info
Exhibitor Pro Portal Help <i>[Shepard]</i>	Any questions? Contact the HelpDesk via email Shepard Portal: https://exhibitorpro.shepardes.com/login?ec=302&startURL=%2F	orders@shepardes.com
Omaha Chi Health Center (Convention Center) <i>[MECA]</i> For Electric, A/V, Internet, and Catering Orders	Michaela Steier Link to Order Services: https://meca.ungerboeck.net/prod/app85.cshtml?aat=433943367766346e723149696b4d54586e61636e7663482f5979434159476554644a36385a6f622b74334d3d	msteier@omahameca.com
Specials Book Collection <i>[TRIB Group]</i>	Luis Ocadiz	luis@tribgroup.com
Hot Show Submissions <i>[TRIB Group]</i>	Luis Ocadiz	luis@tribgroup.com
Mobile App Support <i>[TRIB Group]</i>	Jenifer Moore	jenifer@tribgroup.com
General Booth/Registration Questions <i>[APRO]</i>	Jen Troke	jtroke@rtohq.org
Sponsors / Speakers / Vendor Extravaganza <i>[APRO]</i>	Jen Troke	jtroke@rtohq.org
Hotel Questions <i>[APRO]</i>	Lisa Krabbenhoft	lkrabbenhoft@rtohq.org
Local RTO Dealers Buying Product @ End of Show Arona Home Essentials Ace Rent to Own S&P Rentals dba Premier	Lance Beshore Thad Borchers Frank Rotert Heath Peters	lbeshore@aronaco.net tborchers@acerenttoown.com frotert@acerenttoown.com heathpeters23@yahoo.com

Deadlines & Deliverables

Red Deadlines = All Exhibitors | **Purple Deadlines = Purchase Required** | **Green = Process**

Date	Deadline Process												
05/05/25	<p>Process: Register Booth Staff & Book Hotel Reservations</p> <p>Registrations provide access to all sessions/Unregistered staff will not get RTO World emails</p> <table border="1"> <tr> <td>10x10 booth.....two (2) complimentary registrations</td><td>Supporting Sponsor.....one (1) complimentary registration</td></tr> <tr> <td>10x20 or 10x30 booth.....three (3) complimentary registrations</td><td>Bronze Sponsor.....two (2) complimentary registrations</td></tr> <tr> <td>10x40 or 10x50 booth.....four (4) complimentary registrations</td><td>Silver Sponsor.....three (3) complimentary registrations</td></tr> <tr> <td>20x20 or 20x30 booth.....five (5) complimentary registrations</td><td>Gold Sponsor.....four (4) complimentary registrations</td></tr> <tr> <td>30x30 or 30x40 booth.....six (6) complimentary registrations</td><td>Platinum Sponsor.....five (5) complimentary registrations</td></tr> <tr> <td></td><td>Titanium Sponsor.....six (6) complimentary registrations</td></tr> </table>	10x10 booth.....two (2) complimentary registrations	Supporting Sponsor.....one (1) complimentary registration	10x20 or 10x30 booth.....three (3) complimentary registrations	Bronze Sponsor.....two (2) complimentary registrations	10x40 or 10x50 booth.....four (4) complimentary registrations	Silver Sponsor.....three (3) complimentary registrations	20x20 or 20x30 booth.....five (5) complimentary registrations	Gold Sponsor.....four (4) complimentary registrations	30x30 or 30x40 booth.....six (6) complimentary registrations	Platinum Sponsor.....five (5) complimentary registrations		Titanium Sponsor.....six (6) complimentary registrations
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06/13/25	Deadline: Booth Cancellation with 50% refund												
06/13/25	Deadline: Last Chance to Purchase RTO World Sponsorships and receive recognition in onsite signage												
06/26/25	Process: Exhibitor Prep Webinar (live) – 2:00 pm CT												
06/27/25	<p>Deadline: Event Orders Due to Chi CC, Levy Catering and Inspire A/V (purchase required)</p> <p>Submit orders using Shepard's ExhibitorPro portal: https://exhibitorpro.shepardes.com/</p>												
06/27/25	<p>Deadline: Update exhibitor information in mobile app (no purchase required)</p> <p>Questions to jenifer@tribgroup.com</p>												
07/01/25	Process: Mobile App released to attendees												
07/07/25	Deadline: Regular Booth Rate Ends and Late Booth Rate Begins												
07/07/25	Deadline: Submit Vendor Extravaganza Interest Form to info@rtohq.org (purchase required)												
07/14/25	<p>Process: First Day Advance Warehouse can receive shipments</p> <p>DISCOUNT DEADLINE for all Shepard Orders 07/22/25</p> <p>Deadline 08/04/25 to receive items at the warehouse <i>without</i> a surcharge</p> <p>Deadline 08/08/25 to receive items at the warehouse <i>with</i> surcharge</p> <p>Send to:</p> <p>[Exhibiting Company Name] and [Booth Number]</p> <p>RTO World</p> <p>c/o Shepard Exposition Services c/o Tforce</p>												

	<p>10330 F Street Omaha, NE 68127</p> <p>*Warehouse Hours: Monday-Friday 8:00 AM – 4:00 PM</p>
07/14/25	<p>Process: Attendee List # 1 of 3 sent via email [4 weeks out]</p> <p>Exhibitors receive a spreadsheet with contact names and email addresses according to each attendee's communication preference at registration</p>
07/21/25	<p>Deadline: Book hotel rooms in the block at a DISCOUNT</p>
07/21/25	<p>Deadline: Submit Hot Show submissions</p> <p>Submission Link: https://members.tribgroup.com/members/form.php?orgcode=TRIB&fid=5365481</p>
07/22/25	<p>Deadline: Purchase Furniture and A/V at a DISCOUNT</p> <p>Included with each booth: carpet, pipe & drape, sign with company name, table, chairs/stools, wastebasket</p> <p>Not included (order via the Shepard Portal):</p> <ul style="list-style-type: none"> ○ Electricity, internet access ○ Custom Furniture
07/24/25	<p>Process: Prep Exhibitor Webinar Replay with Live Chat</p> <ul style="list-style-type: none"> ○ Link to Webinar: https://us02web.zoom.us/j/86561495630
07/28/25	<p>Deadline: All Booth Fees Must Be Paid In FULL</p>

07/28/25 Process: Attendee List #2 of 3 sent via email [2 weeks out]

Exhibitors receive a spreadsheet with contact names and email addresses according to each attendee's communication preference at registration

08/01/25	<p>Deadline: Specials Book Submission due by 5:00 pm ET (no purchase required)</p> <p>Submission Link: https://members.tribgroup.com/members/form.php?orgcode=TRIB&fid=5405807</p>
08/08/25	<p>Deadline: Receive items at Advance Warehouse</p>
08/11/25	<p>Process: First Day Freight Can Arrive at Event Site</p> <p>Direct to Event Site Shipment Address:</p> <p>c/o Shepard Exposition Services Exhibiting Co. Name & Booth Number RTO World</p>

	<p>CHI Health Center Omaha 455 North 10th Street Omaha, NE 68102</p>
08/11/25	<p>Process: Exhibitor Move In</p> <p>Monday, 8:00 AM – 10:00 PM</p>
08/12/25	<p>Process: Exhibitor Move In</p> <p>Tuesday, 8:00 AM – 3:00 PM</p>
08/12/25- 08/14/25	<p>Process: Exhibit Hall Hours</p> <ul style="list-style-type: none"> ○ Tuesday, 4:00 PM – 5:30 PM ○ Wednesday, 10:00 AM – 5:00 PM ○ Thursday, 9:30 AM – 12:30 PM
08/14/25	<p>Deadline: Exhibitor Move Out -- All freight carriers must check in with Shepard by 3:00 PM or your freight will be re-routed to the show carrier Shepard</p> <p>Thursday, 12:30 PM – 6:00 PM</p>
08/18/25	<p>Process: Attendee List #3 of 3 sent via email [Post Show]</p> <p>Exhibitors receive a spreadsheet with contact names and email addresses according to each attendee's communication preference at registration</p>
08/18/25	<p>Process: Complete RTO World Satisfaction Survey</p>

Hot Show Submissions

Deadline Monday, July 21st, before 5:00 PM EST

Rules:

1. The company certifies that the submitted item's Hot Show price has not been offered within, nor will it be offered to any Rent-To-Own dealer 60-days PRIOR to the Hot Show, date and time.
2. The company and its representatives acknowledge any actions taken during the Hot Show presentation that undermines other vendors' opportunities (i.e. making counter offers that meet or undercuts a competitor's offered Hot Show price) may result in severe consequences.
3. **IMPORTANT:** Normal Vendor Program Agreement terms apply to all submissions and accepted HOT SHOW items. Exclusion of agreed upon rebates, shipping, and payment terms is prohibited.
4. Any item submitted for the HOT SHOW and NOT accepted into the HOT SHOW is recommended to be a buy fair special at the price and terms of the submission during the buy fair sales floor times.
5. **IMPORTANT:** An electronic photograph file (jpg, tiff...) of the item MUST accompany the form (a download file option is on the online form) at the time of submission, JUST THE PHOTO of the product. NO SALES SHEET OR PREMADE SLIDES - NO EXCEPTIONS.
6. Deadlines for submissions: All categories: Appliances, Electronics, Furniture & special products and/or services MUST be submitted by Monday, July 21st, before 5:00 PM EST.
7. Discount from normal TRIB Group pricing must be deep & significant.
8. Hot Show Committee chairs will choose the items to be offered. You can be notified 5-8 days after the deadline if your proposal has been accepted for the HOT SHOW presentation.
9. Orders will be billed and shipped to each individual member company.
10. Member HOT SHOW orders cannot be canceled.

Submission Link: <https://members.tribgroup.com/members/form.php?orgcode=TRIB&fid=5365481>

Specials Book

Deadline Friday, August 1, 2025, before 5:00 PM

Every dealer company attending RTO World 2025 will receive a digital and printed copy of the Special Book. Every exhibiting company has 1 free half-page ad as part of being an RTO World exhibitor. This is voluntary, but it is FREE ADVERTISING. The printed Specials Book is available to all RTO World attending dealers and will also be emailed to them.

Exhibitors may use this half-page reduced-priced product during RTO World, an advertising opportunity for a new product announcement, drawing a crowd for an in-booth promotion, drawing or contest, or explaining new services or benefits.

Specials Book Submission Requirements: Submit a print-ready, high-resolution, completed PDF file. The artwork dimensions should be 8.5" x 5.5" half-page in LANDSCAPE PDF format. Be certain your submission includes your company logo, your booth number, a contact person, an optional picture of the item(s) being offered, or a clear statement of the special offer, (price, terms, etc.). Specials Book files/artwork MUST be submitted via this form.

*Note: Submitted specials may reference "RTO World", "Special Offer" or "Hot Pricing" (among other sales terms) but should not reference "Hot Show" in particular. The pricing offered at the Hot Show is exclusive to that feature of the convention specifically.

Submission Link: <https://members.tribgroup.com/members/form.php?orgcode=TRIB&fid=5405807>

Mobile App Instructions

The main contact for the Exhibiting Company will receive a direct email invitation from "support@tribbuildermedia.com" during the week of June 23rd directly from the RTO World app with instructions on customizing your prepared Exhibitor Profile within the event app. Through this unique exhibitor access, you will be able to update your company's description, enter special "offers," link digital product lists or add catalogue / flyers prepared specifically for RTO World. It is highly recommended that you set aside 5-10 minutes to review the profile that is prepared in the app as it will be visible to ALL app users after July 1.

Note that the Exhibitor invitation and access is separate from the user invitation that will be received by each member of your team on July 1st. Forward your app-specific questions to jenifer@tribgroup.com.

Hint: Buyers will have the ability to search the app for keywords or exhibitor names, so it is a good idea to include product keywords and/or brands names in your company description.

Tips for Effective Sponsor Speaking and Video Opportunities

If you've selected a sponsorship that includes speaking time, you have a unique opportunity to create a positive impression with attendees about you and your company. It's in the best interest of RTO World, the attendees, and YOU that your remarks are well received, so these tips have been developed based on candid feedback from our attendees.

- **Be respectful of everyone's time.** Do not go over your allotted 3-5 minutes. Attendees get frustrated and irritated when sponsors don't want to give up the stage. The more you talk, the more likely it is you are alienating your potential customers.
- **Practice, practice, practice.** Many speakers think they can wing it for short remarks -- our experience is that is never the case. Whoever is speaking for your company should thoughtfully plan their remarks, their delivery, and their ability to stay within the allotted time. You will win over more people with 3-minute remarks that are well-crafted and well-delivered versus 5-minute remarks that are unorganized and rambling.
- **Seek a connection, not a sale.** Avoid the temptation to make your remarks an overt commercial or a rushed sales pitch. Attendees respond positively to sponsors that highlight a shared connection with the audience or the upcoming speaker as well as those that demonstrate a sense of humor and humility. Create a connection and leave them wanting to know more about you, not less.
- **Consider a video instead of a PowerPoint.** If you must share more about your product, we strongly recommend a video instead of slides/speaking. Actual clients (especially members) speaking about positive results are better than a voiceover of features. Videos should be well-produced and the total time for your remarks *and* the video cannot exceed the 5-minute limit.

Help Drive Traffic to Your Booth

We know every exhibitor determines the value of their participation based on the quality and quantity of conversations with potential buyers. In addition to having the opening reception, lunches, and refreshment breaks in the exhibit hall with no competing activities, here are just a few of the onsite tactics available to you!

Free Exposure:

- **Prize Drawings/Giveaways** - If you're offering prize drawings at your booth, promote your prize in the Specials Book to help make sure attendees know about it. There is no cost for this promotion, simply submit the required form by the deadline.
- **Activities/Competitions** - If you are planning to have a fun activity or game for attendees in your booth, we're all for it! Tell us about your activity and we'll promote it in the Specials Book. There is no cost for this promotion, send info to info@rtohq.org to let us know what you're doing.

Exhibitor Tips for a Successful Show

For any RTO World, attendees are there for three main reasons: education, networking, and the show floor. Some attendees will be active buyers, some will be just looking, and some won't be a fit for what you have to sell.

Our members are busy people who can be hard to reach, and the show makes it easier to meet new contacts and move existing relationships forward.

Leveraging RTO Worlds and other programs to develop business is all about building relationships.

Members join s for education and networking, and if you align your actions with those member goals, you'll be much better positioned than if you're just looking for opportunities to pitch your product or service.

Make a Show Plan. Plan ahead for how you will work the entire conference, not just the booth hours. Sit down with your colleagues and review the full conference schedule and attendee list:

- **Exhibit hall 'networking' times are dedicated hours** with no competing sessions/activities.
- **Attend educational sessions** that are either relevant to your product/service, feature speakers that are prospects/clients of yours, or target an audience that tends to be your primary contact for a sale so you can learn more about issues important to them and have opportunities to meet new contacts.
- **Identify prospects, clients, and other exhibitors you'd like to meet** and ask existing contacts for introductions.
- **Have booth staff take turns eating lunch with the attendees** -- you never know who you might meet in line for food or at a shared table!
- **Make a game out of your activities onsite.** Set goals for new contacts and relationships and have a contest among your team. Who books the most meetings before the show? Who books the most scheduled follow-ups while onsite? Who makes the most new LinkedIn connections?

--- Common Mistakes to Avoid ---

- **Keep your booth neat and clean.** Water bottles, food, briefcases, and other clutter in your booth are unappealing. Occasionally, step into the aisle and view your booth as attendees see it.
- **Avoid spending time on your phone.** Sometimes, exhibit hall traffic will be light, but be cautious about getting other work done. If your head is down, you won't look approachable (or professional). Spend the slower time with other exhibitors or invite prospects to meet at your booth outside the dedicated 'networking' hours so you have more time to talk with them.
- **Don't spend too much time talking with one individual.** Even if it's a solid prospect, avoid long dialogues -- especially if you're the one doing most of the talking. You could be missing other opportunities or making your prospect feel stuck in a sales pitch and damage a promising start. Encourage your booth staff to help you out -- consider a discrete signal or friendly interruption to wrap up a chat and book a follow-up discussion.
- **Be friendly and professional with every attendee.** If you realize someone isn't an ideal customer, don't change your demeanor or look around for someone "better." You never know who that person knows. They could be friends with a key prospect, or their job could be with a practice that perfectly fits what they do. Plus, members talk to each other when looking for business solutions, so make sure that every impression you make is good.
- **Be proactive but not overly aggressive to people walking by.** There's a delicate balance between enticing people to talk and being pushy/unpleasant. If someone declines an invitation to talk, don't take it personally, and don't let your disappointment show.

--- Tips for Successful Booth Time ---

- **Smile and be prepared.** Have opening questions ready to start a dialogue, and practice different approaches to engaging with the prospects walking the floor.
- **Practice your 30-second elevator speech ahead of time with your peers.** Consider using examples of actual clients to explain what you do -- it creates social proof and is a more compelling way to tell your story.
- **Schedule a time to talk with prospects during slower booth times or after the show.** Your goal should be to meet as many people as possible and move the sale forward via scheduled follow-up meetings. Focus on booking follow-up discussions instead of trying to close people on the spot. Pull out your phone and send a calendar invite for the next conversation rather than waiting until after the show when they'll receive many follow-up emails.
- **Take notes right after you speak with someone.** Record things that will help you further the relationship -- even if they aren't a current buyer. It can be hard to remember each person at RTO World, so a few notes will help jog your memory later.
- **Look for ways you can add value beyond your product/service.** If you mentioned a TED Talk you saw, send them an email with a link to that video as soon as you get a chance during the show. If they were looking for a different solution, provide a referral. If you're helpful, they'll remember you.
- **Send LinkedIn invitations or emails at the end of each day** to the folks you met and include a personal note that helps them recall the conversation. Don't forget -- they're meeting many new people there, too! Doing this throughout the show will put you further ahead than if you wait until after the show to start establishing the next steps.
- **Attend Sessions and Networking Events that are open to exhibitors.** Not every conference allows exhibitors to attend educational sessions, and attending sessions can be one of the most valuable parts of the conference for business development.
- **Gain more industry knowledge** and understand the challenges your prospects face in other areas of their business so you can better position yourself as an expert in the field.
- **Identify industry influencers.** For example, speakers of high interest to attendees are good folks for you to get to know. Referrals are a big part of how members learn about possible providers, and the more people who know and like you, the more opportunities you have for your name/company to be mentioned.
- **Have better conversations with attendees** at your booth and during networking RTO World. "Did you see the general session this morning, wasn't [speaker] great?" "What sessions did you go to this morning? I went to the one on [topic], and I thought it was really interesting that [takeaway]."
- **Resist the temptation to pitch.** Outside the exhibit hall, conversations will occasionally go to what you do, but attendees don't want to be trapped into a sales pitch every time they talk with an exhibitor. You'll stand out if your priority is building relationships.
- **Non-selling conversations with attendees are time well spent.** Suppliers who are seen as likable, not overly pushy, and knowledgeable about member issues are more likely to be perceived as a peer vs a salesperson -- **this is a good thing** that will help you develop more meaningful industry relationships that lead to more business.
- **Networking events at RTO World are open to exhibitors and provide casual social time** with members and other exhibitors. Keep conversations light, and get to know people personally vs pitching.

MOXY'S TRADE SHOW PLAYBOOK



**A FOOLPROOF GUIDE FOR EVERYTHING YOU
NEED FOR YOUR NEXT TRADESHOW**

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MOXY'S PLAYBOOK

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10 Most Common Mistakes Made at Shows



1. BULKY, HARD TO TRANSPORT DISPLAYS

Bulky booths with complicated hardware can create a logistical nightmare, increasing set-up time, shipping costs, and more. Ensuring your trade show booths are built with logistics in mind can add to a smoother experience.

Don't just think about setting up. Consider what happens after the show from packing up and shipping back home.

2. BAD BOOTH DESIGN

A cluttered, dull, or off brand booth won't attract attendees or get your message out. Focus on strong branding, clear messaging, and effective layouts and design to maximize your success.

Where is the attention grabbing headline? Add front or back lighting in your booth to highlight your displays

3. NO CLEAR GOALS

Without clear objectives, measuring your success is impossible. Set measurable goals, whether it be lead generation, product sales, or brand awareness to stay on track and measure your return on investment.

There are three very different kinds of shows. The objective is different at each one. Are you aligned with the purpose of the show? Then you can set clear goals!

4. NOT DRESSING FOR SUCCESS

First impressions matter. Dressing professionally signals that your brand cares. Go a step further and wear branded apparel to reinforce credibility, cohesion, and brand presence.

If your team looks sloppy or incohesive, potential leads may assume the same about your brand!



5. GIVEAWAYS THAT DON'T MAKE AN IMPACT

Generic swag can fade into the background and often gets ignored or thrown away. Offer useful, high-value, and relevant branded promotional items that align with your brand and leave an impression.

Think specifically about the attendees of your event. What items would be useful to them? Can they easily travel home with it?

6. SITTING IN THE BOOTH WAITING FOR TARGETS

When your team sits behind their table scrolling on their phones, leads will quite literally pass you by. You have just a few seconds to convince attendees to visit your booth. Stand up, smile, and actively interact with attendees to make the most of every opportunity.

Make sure you are aware of your body language. Plus, make sure your team isn't distracted scrolling on their phones. Stop traffic in the aisle!

7. NOT PLANNING FOR YOUR AUDIENCE

Not every show has the same attendees or purpose. Make sure your offer and messaging aligns with who will be there. This will affect both your goals for the show and what kind of approach you need to take from your marketing message to your closing methods,

Who will be at the show? Are they business owners or employees? What industry they in? What are in search of?

8. LETTING YOUR BOOTH GET STALE

If your booth looks outdated, attendees could assume the same about your company. Refresh your graphics, get new flyers, update your displays, and keep it fresh. You also may run into some of the same attendees across shows, so it is important to make an impact each time.

How many times have your attendees seen the same graphics? Your booth should be updated annually at minimum.



9. FAILING TO CLOSE DEALS

Engagement is great, but conversion is key. Train your team on effective closing strategies so your leads don't leave without a clear next step in the sales process.

Role playing different sales scenarios can be an effective way to practice different closing strategies.

10. LACK OF IN GAME ADJUSTMENTS

A rigid approach can cost you leads. Assess what's working (or what's not) and make adjustments throughout the show to maximize success. Pay attention to booth traffic and engagement. If attendees aren't stopping, adjust your approach, reposition signage, tweak your pitch, or introduce a new hook.

Gather feedback from the rest of your team, stay flexible, and refine your strategy in real time to maximize success.

Avoiding these mistakes can make a huge difference in your trade show success. Ready to elevate your booth strategy? Moxy has your back with his fool-proof guide to trade show success!

MOXY'S PLAYBOOK

LET'S BUILD SOMETHING INCREDIBLE!

Call 770-476-5112 to start now!



8-Step Trade Show Prep Checklist

☐ **BLOCK THE SHOW ON THE CALENDAR & IDENTIFY YOUR TEAM**

Get your team and schedule aligned early to ensure that no mishaps occur due to scheduling snafus. Pick the team members who will represent your brand on-site. Your schedule should include any production people leading into the event as well as home office support during the event.

☐ **BUILD YOUR COUNTDOWN**

Follow a set timeline with key deliverables and milestones to keep your team on track from months to days before the show. There should be 3 timelines: one for the booth, one for the pre-show marketing, and one for the team preparation.

☐ **SELECT YOUR BOOTH SIZE**

Book your space at the show as early as possible. Oftentimes, many spaces will offer early bird discounts at lower rates. This will also ensure you get the space you believe will best impact your success before any other exhibitors do. After selection, set up a "booth space" in your office for optimal planning and layout.

☐ **BOOK YOUR BOOTH ESSENTIALS**

Make sure you have all of your bases covered. From flooring to carpeting, to tables, a/v, and wifi access, exhibitors often have to purchase or add on these amenities to their booth. You don't want your team to be caught off guard during set-up that you lack essential things to finish your booth. Many shows start off with a scramble looking for a screwdriver, power strip, or other simple items.



❑ **BOOK YOUR TRAVEL LOGISTICS**

Between flights, rental cars, and hotels, you want to ensure you reserve as early as possible to get the best rates. Don't be cheap and always stay on-site. Not only does this save time, it puts you in the heart of the action.

❑ **DEFINE YOUR TRADE SHOW GOALS**

Are you aiming for new leads, sales, brand awareness, or something else? Set your goals with measurable objectives and set a budget to guide your strategy. This will help you determine your ROI after the show. Be sure your strategy aligns with the type of show. For example, an informational show won't yield purchase orders.

❑ **SELECT YOUR PARTNERS AND VENDORS**

There's a lot of moving parts when it comes to trade shows. Choose reliable vendors for your logistics, shipping, and graphics needs to support your success and avoid delays. Make sure you have partners that provide instructions, training, and phone support for easy set-up.

❑ **PRE-SHOW MARKETING & SHOW SPECIAL PLANNING**

Plan your pre-show marketing strategy to create excitement and drive booth visits. Create exclusive show specials and deals to compel conversions. Marketing to your targets should begin 30 days prior to the show.

Checking off these 8 steps is the starting point to set you up for trade show success.

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How to Select the Right Trade Show Partner



Choosing the right trade show partner is **crucial** to a successful event and a strong return on investment. From strategy to execution, the right team helps navigate logistics, branding, and setup while ensuring your booth attracts and engages the right audience. Here's what to consider when making your choice:

Look for Proven Trade Show Experience

Trade shows require specialized marketing expertise, and your partner should understand what works on the show floor. Whether it's designing high-impact graphics, managing freight logistics, or ensuring seamless installation, a partner with hands-on experience can help you avoid costly mistakes.

Ensure They Can Meet Tight Deadlines

Trade show timelines are fast-paced, and last-minute changes happen. A reliable partner must be able to deliver on time without compromising quality. Before committing, discuss deadlines, contingency plans, and how they handle unexpected challenges. Look for a team that makes things happen—no matter what.

Choose a One-Stop-Shop for Efficiency

Coordinating multiple vendors for design, printing, and promotional materials can be time-consuming and lead to inconsistencies. A full-service partner that handles design, production, and fulfillment in-house ensures seamless execution, brand consistency, and quality control across all materials.

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Prioritize Strategy + Design

Effective trade show design is more than just making things look good—it's about function and engagement. Your partner should integrate your branding, booth layout, and lead generation strategy to attract attendees and maximize ROI. They should also understand your goals for the show before creating any marketing collateral.

Key design considerations include:

- ☑ Branding consistency across all materials
- ☑ Traffic flow within the booth space
- ☑ Lead capture strategies that drive engagement
- ☑ Interactive elements that encourage participation

Final Thoughts: A Partner for Success

Your trade show partner should do more than provide graphics—they should help you create a memorable, **results-driven** booth experience with **less stress** for you and **more efficiency**. The right team will ensure your brand stands out, your booth engages attendees, and your event runs smoothly.

There's two things a good trade show partner should be doing with every project. That's why we ask one specific question at the beginning of every project and one thing we do before we ship. Ready to know what it is?

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Connect with our trade show specialists today 770-476-5112

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Steps to Success: Pre-Show Preparation



You've blocked off the dates.
You've identified your team.
You've selected your trade show partner.

So, what's next?

1. START YOUR PRE-SHOW MARKETING EARLY

Begin pre-show marketing as soon as you receive the attendee list. Scan the list and identify your A, B, and C targets through a tiered approach. This can be based on buying authority, opportunity, and ease of close. Using a tiered approach helps you identify the very best targets where you should focus most of your time.

- A-Level (20%) – High-value targets with buying authority
- B-Level (30%) – Strong opportunities that require nurturing
- C-Level (50%) – Broader prospects with potential

Develop a compelling hook and offer for each target group. Your pre-show campaign should include at least three emails, focused solely on driving booth traffic. For high-value prospects, consider adding direct mail or phone calls. Organizers typically don't allow and it doesn't look good when you either A) don't promote the show or B) setting up meetings outside the show

2. CONFIRM LOGISTICS & DEADLINES

Ensure your team is 100% clear on logistics. When it comes to shipping graphics you need to be prepared. Know key deadlines. Shipping to advance warehouses (typically 10 days prior) is cheaper and easier than direct-to-show. Overnight fees can wreck your budget!



3. SET DRESS CODE EXPECTATIONS

Don't assume your team knows what's appropriate. Address attire expectations upfront. Everything from pants, shoes, shirts/blouses, makeup, and grooming. It may feel weird to have this conversation, but it's key to make sure someone doesn't show up inappropriately dressed.

4. TRACK EVERY BOX

Get tracking numbers and packing lists from your vendor. Don't just assume that because one box delivered they all did!

Pro Tip: Keep all setup tools (tape, knives, etc.) in a single, easily accessible box

5. BRING BUSINESS CARDS

Badge scanners don't always work, and you don't want to miss key connections. Make sure to bring physical business cards.

6. MAXIMIZE ENGAGEMENT & PLAN SHOW SCHEDULE

Monitor high-priority targets. If a key prospect hasn't visited your booth, be proactive and don't just hope they show up. Adjust your outreach strategy for each day of the show. Some ways you can do this are:

- Plan on seeing them the second day
- Walk the floor to find them
- Send a follow-up message or call them

7. PLAN FOR POST-SHOW SUCCESS

Your follow-up strategy should be set before the event even starts. On the plane ride home, outline:

- Who follows up with whom
- The communication method (email, call, LinkedIn)
- A clear script for outreach
- How to re-engage no-shows
- A strong call-to-action



A successful trade show requires an **intentional and strategic** approach. Every cost—booth, travel, print, and promotions—adds up, making ROI-driven planning essential. From pre-show outreach to post-show follow-ups, each step should be designed to maximize engagement and turn leads into customers. Your success hinges on a well-structured action plan that starts weeks before the event and extends well beyond.

**Are you setting your team up
for success?**

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7-Step Guide to Trade Show Booth Design



1. CHECK SHOW RULES AND INCLUDED ITEMS

- Verify if carpet is included
- Confirm height restrictions for your display
- Ensure you've purchased power if needed
- Check if Internet connectivity is provided
- Identify your booth location (in-line, end cap, against a wall)

2. PLAN STAFFING BASED ON BOOTH SIZE

- **10' Booth:** 2 people ideal, 3 maximum
- **20' Booth:** 2-4 people
- **30' Booth:** 4-5 people
- **20'x20' Booth:** 4-5 people

3. SELECT THE RIGHT BACKDROP STYLE

- **Accordion Style:** Most common, inexpensive, and easy to assemble (Note: You lose approximately 1 foot of back wall depth)
- **Tube Style:** Easy to put together with options for two-sided displays
- **SEG (Silicone Edge Graphics):** Best looking with plenty of flexibility and backlit options (More expensive and requires more assembly time)

4. CREATE A DEDICATED SPACE FOR PROMOTIONAL ITEMS

- Make swag easily accessible
- Display promotional items effectively

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5. OPTIMIZE YOUR GRAPHIC DESIGN

- **Keep Copy Brief:** Use high-impact text that captures attention; avoid excessive text on your backdrop
- **Focus on the “Eye Zone”:**
 - Top 2’ of your booth is most critical for key messaging
 - Middle 4’ area works best for images and supporting content
 - Bottom 36” and under should contain only non-critical information
- **Communicate Clearly:** Ensure your booth clearly tells attendees exactly what your company does through words or images

6. INCLUDE ESSENTIAL BOOTH ELEMENTS

- Counter/reception desk
- Retractable banner stands or small tube displays
- Lightbox displays

7. PLAN FOR PRODUCT AND LITERATURE

- Shelving units
- Brochure racks
- Merchandise displays

Pro Tip: Create a Full-Scale Floor Plan

The number one piece of advice for clients: Create a floor plan in advance at 100% scale. Use carpet tape to mark off a box the size of your booth in your office or warehouse space. Set up all elements exactly as you plan to at the show. This practice reveals that you typically have less space than you imagine.

Vox-Pop-Uli knows trade shows. For everything from your branded apparel, to your booth backdrop, flyers, giveaways, and everything in-between - Vox is your go-to partner for success!