

GUIDELINES FOR NATIONAL TRADE SHOWS

These guidelines outline best practices for manufacturers and reps to ensure successful participation in national trade shows through clear communication, efficient planning, and respectful collaboration.

Attendance

Manufacturers

- Communicate attendance expectations and logistics (badges, hotel blocks) early.
- Consider geography and support needs when selecting reps.

Reps

- Respond promptly to attendance requests.
 - Evaluate costs and time commitment to determine staffing.
 - Clarify logistics responsibilities (badges, hotels, etc.).
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Booth Staffing

Manufacturers

- Plan booth strategy and staffing needs; share a sign-up schedule.
- Ensure adequate factory personnel are present.
- Be flexible and respectful of reps' time and other commitments.

Reps

- Request the booth schedule and commit to time slots.
 - Communicate conflicts early and arrange coverage if needed.
 - Be punctual and honor commitments.
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Booth Etiquette

Manufacturers

- Clearly outline booth expectations (engagement, lead capture, etc.).
- Share show specials, new products, and goals in advance.
- Provide support for reps during the show.

Reps

- Understand booth expectations and be prepared.
 - Be on time, stay engaged, and complete your full shift.
 - Present all products professionally and capture leads.
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Sales Meetings

Manufacturers

- Schedule meetings well in advance and communicate goals (e.g., awards, attendees).
- Avoid show hours and keep meetings brief.
- Request RSVPs and provide light refreshments.

Reps

- Ask about meetings early and plan accordingly.
 - Understand the purpose and who should attend.
 - RSVP promptly and attend fully engaged.
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Special Events & Receptions

Manufacturers

- Send early invites with full details (Who, What, When, Where, Why).
- Send reminders before the event.

Reps

- RSVP promptly and clarify attendance expectations.
 - Notify organizers if unable to attend, especially for small events.
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Promotion & Social Media

Manufacturers

- Communicate updates and information regularly.
- Assign staff to capture photos and promote via social media.

Reps

- Promote attendance and booths via social media, emails, and eblasts.
 - Repost manufacturer content and tag appropriately.
 - Set appointments early and use the show app or a custom schedule.
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Post-Show Follow-Up

Manufacturers

- Distribute leads and send thank-you notes and recaps.
- Evaluate what worked and what could improve.

Reps

- Follow up on leads promptly.
- Share photos and recaps on social media.
- Review post-show budget to inform future planning and attendance.