

5 tips for Successful Exhibiting at a PTO Today Live Expo



1. Invest:

Your booth design should be inviting with bright color schemes and informative and easy-to-read signage. Don't forget to use a branded tablecloth, if possible.

Reserve enough booth space to effectively and creatively display your offerings to make visitors feel welcome to stay and learn more.

Make sure your staff is knowledgeable and informed about your key features and selling points so they are ready to answer all questions.

Be extra ready when the doors open! There is a three-hour window available for setup the day before the event (3 to 6 p.m.) and time in the morning (7 to 8:30 a.m.) before the event. Set up early so if there are any unexpected complications, you are ready!

Keep your booth open until closing at 2 p.m. Some attendees will arrive in the afternoon and they can't talk to (or buy from) you if you're not there!



2. Invite:

Reach out to your customers in the event area and let them know you'll be there—invite them to come.

Use social media, direct mail, or print advertising to promote your presence at the show. Take advantage of our social media package including links, graphics, and a video you can share on your own social networks to help you drive traffic and promote your business.

Resist the temptation to sit—stay standing so you can engage with visitors as they approach your booth area.



3. Inquire:

Think about what you will want to ask them to better understand their needs, budgets, and timelines.

Don't talk nonstop about your business and your products. Make sure to ask questions, listen, and get a real conversation started.

The breakout session topics at the fall PTO Today Live are teacher involvement, volunteer recruitment, and fundraising. These could be good topics of conversation to help you connect with attendees and learn more about their interests.



4. Inspire:

Your prospects are passionate and dedicated volunteers—they work so hard and often get no recognition for their work. A live event is the perfect opportunity to give them a pat on the back!

Applaud them with fun giveaways. Remember, a little can go a long way!

Don't underestimate the power of a bowl of candy at your table.



5. Immediate follow-up:

Instruct your staff to take notes and invite visitors to provide their contact information. Attendees will have networking labels (a sheet of stickers with their contact info) which should make this process easier.

Do you have all the materials you'll need to make a sale at the event? If the sale will require another meeting, make sure to schedule it and share all necessary materials like promotional brochures and business cards.

Try to get multiple contacts per school—this is an important step for good follow-up.

Be sure to follow up with prospects shortly after the event.