

# 2011 EXHIBITOR MANUAL

IMPORTANT EXHIBITOR INFORMATION



# Framing Our Future

77TH ANNUAL CONVENTION  
NOVEMBER 8-11, 2011  
MINNEAPOLIS CONVENTION CENTER  
EXHIBIT HALL D



AIA Minnesota

A Society of The American Institute of Architects



# Framing Our Future

## TIPS FOR SUCCESS AT OUR SHOW

### PRE-SHOW

- **Promote.** Take advantage of our member lists (available for purchase on page 16) and send mailings or postcards to attendees with a map of the hall and your location highlighted. Stress the benefit of visiting your booth by offering a show special or include information about your new products.
- **In-Store Flyer Distribution.** Promote your participation in our Show and offer your customers flyers with information about your booth when they visit your store.
- **Stickers.** Print up stickers with your booth number and show name, date and facility name. In the months before the event, affix the stickers to all communications, invoices, letters packages, etc. to promote your booth.
- **Generate Media Awareness.** Contact media outlets to make them aware of your presence at the show and highlight new products or services you plan to exhibit.
- **Set up Show Appointments.** Set up appointments with your key customers at the Show. Send a note to your customers reminding them of your appointment before the show.
- **Prizes.** Offer a time-limited incentive to create a sense of urgency. “The first 20 people to visit our booth will get a special prize” or send your hot prospect list a coupon for a free gift that they can pick up at your booth.
- **Make Personal Phone Calls.** Have your sales reps personally deliver show invitations to customers and hot prospects.
- **Website Link.** Be sure your website is linked to [www.aia-mn.org](http://www.aia-mn.org). Create a page or section on your website describing the activities you will have at your booth. Include product announcements, show hours, contact information for the staff working your booth, or any other information to excite your customers and prospects.
- **Save Money...Utilize your Service Kit sent from Hubbell/Tyner.** The service kit is your key to saving money and getting the most out of the show by placing orders before the vendor’s discount deadline dates.
- **Awareness.** Update your company listing/description on the official AIA Minnesota interactive floor plan at [www.onlinefloorplan.com/aiaminnesota11/](http://www.onlinefloorplan.com/aiaminnesota11/).
- **FREE Webinar:** Watch our free exhibitor webinar with tips about our show: [http://www.aia-mn.org/ext\\_convention/exhibitors.cfm](http://www.aia-mn.org/ext_convention/exhibitors.cfm)

### DURING THE SHOW - BOOTH TIPS

- **Incorporate the convention theme** into the design or emphasis of your booth. This will help connect your product with the overall experience of the convention.
- **Choose a light carpet color.** The main aisles are bare concrete. Choosing the grey carpet will visually connect the aisle with the booth space.
- **Create an open and inviting booth.** Do not stand at the entrance to the booth blocking attendee’s access to your products or display.
- **Make Yourself Approachable.** Body language counts. Avoid standing with your arms crossed. Smile. Try not to sit. Use a tall stool to lean or sit on for a break.
- **Make the first move.** Do not expect attendees to approach you and initiate conversation. Have a question that you can ask to stop and engage them. Attendees will not approach a booth where the staff is standing talking to one another.
- **Try to have all booth staff wearing something with a company name or logo.** Make it easy for attendees to identify you.
- **Collect business cards and do follow up calls.** Have a place for attendees to drop their business cards for a raffle drawing or something similar. Have plenty of literature and giveaways.
- **Make sure your signage is clear** so that attendees know exactly who your company is and what you are selling.
- **Have fun!** If you’re not having a good time, it shows.



## TIPS FOR SUCCESS AT OUR SHOW CONT.

### POST-SHOW

- **Follow Up on Leads.** This is your chance to maintain communication with attendees who showed interest in your product.
- **Consider Changes to Improve Exhibit.** Consider what worked and what did not work on-site. Was your booth large enough? Did you mail out enough invites? Take notes on these items to better prepare for your next event.
- **Tell Us about Your Experience.** Complete the Exhibitor Survey that will be distributed post show. We always welcome suggestions to improve your experience at our show!

## BOOTH AWARDS JUDGING CRITERIA

The booth judging will take place Tuesday, November 8 during the evening Exhibit Hall session. The booth judges are different every year and are chosen from among our member architects and includes members of the Convention Committee along with the Convention Committee Chair. The Hall is divided up into sections and finalists are chosen from each section. Between 10 and 20 exhibiting companies are given awards each year. The award is a framed copy of the convention graphics with a prize ribbon, which can be displayed in your booth throughout the remainder of the show. Below are the criteria by which booths will be judged.

1. Clear and effective booth design  
*(All the pieces of the booth should work together to communicate clearly what the product or service is)*
2. Engaging use of three-dimensional or interactive displays
3. Friendly booth staff
4. Aesthetic appeal
5. Incorporation of the convention theme in the booth design