

Tips for Successful Exhibiting

Let us help you enhance your experience at our conferences! The planning committee has designed the conference with you in mind. They have provided you with an opportunity to provide an up close and personal experience for the dentists. It is your turn to showcase your products and services. YOU can make a positive difference in the success of dentists.

- READ.** Read the exhibitor rules and regulations, read your booth contract, read all information sent out by Texas AGD, including website postings and your exhibitor prospectus. Reading all of your information makes you aware of all deadlines and can save you time and money!
- KNOW WHAT COMES WITH YOUR BOOTH SPACE.** You will receive a draped 6' table and two chairs. However, they don't have to be utilized! Being open and engaged is important to attendees.
- REVIEW THE FLOOR PLAN.** Exhibitor check-in is at attendee registration. Review the hotel diagram and familiarize yourself with the layout and your exhibitor location.
- BE PREPARED.** Bring enough business cards and brochures. Know set-up and dismantle times, and show hours. Be aware of attendee breaks - we don't want you to miss networking opportunities! Familiarize yourself with the exhibitor schedule. Educate yourself on the education sessions – it can be a great conversation starter!
- MAKE YOUR BOOTH INVITING.** A big no-no is placing the table across the front of your booth. This reads "I don't care if you come in." Attendees are more likely to engage when tables are positioned against the back or the side of the booth.
- NETWORK, NETWORK, NETWORK!** Talk to everyone, everywhere! Go out of your way to befriend show organizers and staff. Tell them what you're looking for, be it customers, investors or publicity.
- STAY ENERGIZED.** Exhibitors are welcome to bring in their own food and drinks. The hotel usually offers different food options, if not, there are several local eateries around the corner.
- FOLLOW UP AND EVALUATE.** Did you collect contact information from your visitors? If so, we encourage you to follow up with every dentist within (2) weeks of the conference. You should also gauge the event's return-on-investment. It's wise to attend a show with preset goals in mind.
- ALWAYS ASK.** Never hesitate to call or send an email if you have any questions! Contact us at (512) 371-7144 or coordinator@TAGD.org.