

# USING BODY LANGUAGE TO YOUR ADVANTAGE FOR TRADE SHOWS AND EXHIBITIONS





# TOP TIPS



TO ENSURE YOU'RE PREPARED HEADING INTO YOUR NEXT EXHIBITION.

## BE AWARE OF YOUR SURROUNDINGS

Pay attention to the other people in the booth and the overall atmosphere. This will help you adjust your body language accordingly.

## BE PREPARED

Practice your pitch and answers to common questions before the trade show. This will help you feel more confident and relaxed when you're interacting with potential customers.

## BE ENTHUSIASTIC

Let your excitement about your products or services shine. This will make potential customers more interested in what you have to say.

## BE PATIENT

It takes time to build rapport with potential customers. Don't be discouraged if you get several rejections. Just keep smiling, making eye contact, and approaching attendees. It truly is a numbers game.



# CHECKLIST

OF THINGS YOU NEED TO REMEMBER ABOUT BODY LANGUAGE TO BE ABLE TO CONNECT WITH POTENTIAL CUSTOMERS AND PARTNERS

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01	GREET WITH A SMILE	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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02	MAINTAIN OPEN BODY POSTURE	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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03	MAKE EYE CONTACT (AVOID STARING)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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04	AVOID LOOKING AT OTHER ATTENDEES' BADGES	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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05	USE GESTURES (AVOID OVERDOING)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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BODY LANGUAGE CAN HAVE A SIGNIFICANT IMPACT ON CUSTOMER ENGAGEMENT. WHEN USED EFFECTIVELY, IT CAN HELP TO BUILD TRUST, RAPPORT, AND CREDIBILITY. IT CAN ALSO MAKE POTENTIAL CUSTOMERS FEEL MORE COMFORTABLE AND WILLING TO DO BUSINESS WITH YOU.

WHY NOT USE OUR CHECKLIST TO PUT YOUR TEAM TO THE TEST AND IDENTIFY WHERE YOU NEED TO FOCUS YOUR EFFORTS AHEAD OF YOUR NEXT EXHIBITION?

# ABOUT US

EXPO STARS ARE A TRADE SHOW PERFORMANCE AGENCY.

WORK WITH US TO DRIVE ATTENDEE ENGAGEMENT,  
GENERATE BETTER QUALITY LEADS, AND IMPROVE ROI AT  
YOUR NEXT TRADE SHOW OR LIVE MARKETING EVENT.

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