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Keys to Success at Shows— Planning, Preparation, Patience

Depending on how you approach them, tradeshows like the WQA Aquatech USA events can be a tremendous opportunity, a waste of time, a challenge, disaster, torture or the most profitable time you have spent all year. You and hundreds of thousands manufacturers, dealers, corporate buyers and interested bystanders will converge to buy, sell or just see what's new.

It is enough to test the endurance, strength, perseverance, patience, stamina and organizational abilities of the best people in the industry.

The biggest mistake most people make is that they don't take maximum advantage of the shows they attend.

Study the Show

Study the show listings and floorplan to make maximum use of your time. At least a week before the show, develop your show calendar of meetings. Prioritize the companies you are going to visit at the show. Use your daily calendar and floorplan to plan your hours, days and evenings. Mix and match your priorities to group your booth visits and save steps.

Be Physically Prepared

With all of the booths to cover, you will need the most comfortable shoes possible. When you walk on concrete and thin carpet all day, your feet are subjected to unbelievable punishment.

Before you go out in the evening, give

yourself a 30-minute breather. Take a shower and soak your feet in cool water for a few minutes. You'll "almost" feel like a new person.

The only way to "survive" a trade show and be at your best throughout the show is to get enough sleep and eat and drink in moderation.

While many feel that a drink before hitting the sack at night will help them sleep, the truth of the matter is that alcohol is actually detrimental to your sleep.

General Tips

Keep a close eye on your purse or wallet when you are in a crowded elevator or waiting in one of the taxi lines. It is never a good time to have your personal belongings gone missing, but during a tradeshow is even harder to deal with such unpleasant situations.

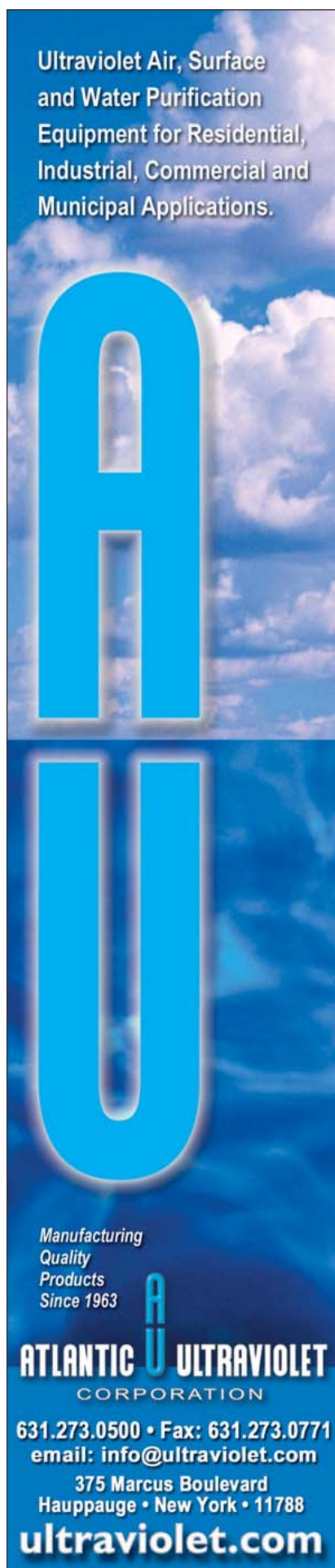
Finally, talk to show veterans. They have learned how to pace themselves and how to zero-in on their particular areas of interest while looking for new possibilities.

With a little planning and preparation, you can take advantage of the tremendous opportunities that are available and still enjoy yourself. *wqp*

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