



Tip 6: Bring Your Dream Team

Face-to-face interactions play such an important role at exhibitions. Therefore, it is important to consider which staff are attending and if you need to source additional temporary personnel to help.

Exhibition staff need to be engaging and have the natural ability to strike up conversations with visitors. As much as trade shows are an opportunity to lift sales, it is just as important to boost customer engagement and get your brand out there for visitors and potential customers to experience.

When putting together your exhibition dream team, it may help to consider the following:

Training and preparation

All exhibition staff need to be fully trained and prepared in advance. Have a briefing prior to [ADX20 Sydney](#) so that everyone on the exhibition booth knows their responsibilities and roster.

Attire

Having staff wear a uniform makes it easy for attendees to distinguish brands from each other which saves them time reaching you! Uniforms can be as simple as a branded polo shirt with jeans or the same kind of pants. The best pair of footwear for an exhibitor is comfortable, flat and enclosed.

Mascots are brand ambassadors too!

For a daily "roaming rights" fee of \$1,250 plus GST (less than the cost of a static sign in the lobby), mascots will be permitted to roam around the hall to distribute gifts, samples or other collateral to exhibition attendees who express an interest in receiving them. To secure your company mascot's place in the parade and the ability to roam the exhibition hall during *ADX20 Sydney*, please contact [Nikki Kelso](#) on 1300 943 094 or email nikki.kelso@adia.org.au.