



Why Exhibitors Should NOT Be Worried About Attendance

By Jefferson Davis, *Competitive Edge*

With tradeshow re-opening in the wake of the pandemic, many exhibitors are voicing concerns about attendance. While it's possible that professional attendance may be a little below pre-pandemic numbers, for well-informed exhibitors, who clearly understand the dynamics of exhibiting, this should not be a big concern.

It's important to remember that the *magic power of tradeshow*s are their ability to put your company identity, your products and services, and your staff **face-to-face** with people who can influence and make buying decisions.

It's also important to recognize that those who are attending are serious about improving their business. It also important to understand that as an exhibitor you have a limited or a finite amount of capacity for face-to-face interactions in your booth. When you know how to calculate your *Exhibit Interaction Capacity*, it will put your mind at ease about any concerns you may have about reduced attendance.

Let's calculate your *Exhibit Interaction Capacity* for your upcoming show now:



Step One: Write down how many open exhibiting hours are in your show.

Step Two: Write down the number of booth staff you will have on duty consistently over those exhibiting hours.
(*Staffing rule of thumb is 50 ft.² per staffer*)

Step Three: Write down a target number of face-to-face, one-to-one interactions per hour, per staffer, during the course of the show.
(*Three conservative - four moderate - five aggressive*)

Step Four: Multiply these three numbers together. This is YOUR *Exhibit Interaction Capacity*.

If the number feels low to you, you could increase the number of booth staff on duty, but try to follow the staffing rule of thumb. You could also increase the target number of interactions per hour per staffer. I recommend staying conservative in the number of interactions per hour per staffer for this year.

Now knowing your all-important *Exhibit Interaction Capacity*, the major question you will need to answer is...

“What exactly are YOU going to do between now and when you arrive to Promote Your Participation with the goal of putting visiting your exhibit “in the mind” and “on the agenda” of your target visitors?”



Jefferson Davis, President of Competitive Edge is North America’s leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly-intensive exhibit consulting and staff training services guaranteed to deliver results. For a no-obligation discovery meeting, [schedule a 30 minute meeting here](#).