



Guide for Staffing an AOLS Display Booth

Association of Ontario Land Surveyors
Public Awareness Committee



Staffing an AOLS Display Booth

Know the exhibit system

DO



Pop-up
Table Top
Roll up

Ask about how to set up and take down the hardware before taking the booth from the AOL office, or receiving shipment.



Staffing an AOLS Display Booth

Know the show

DO



Like... I know all about surveying thingies...where's the food court?



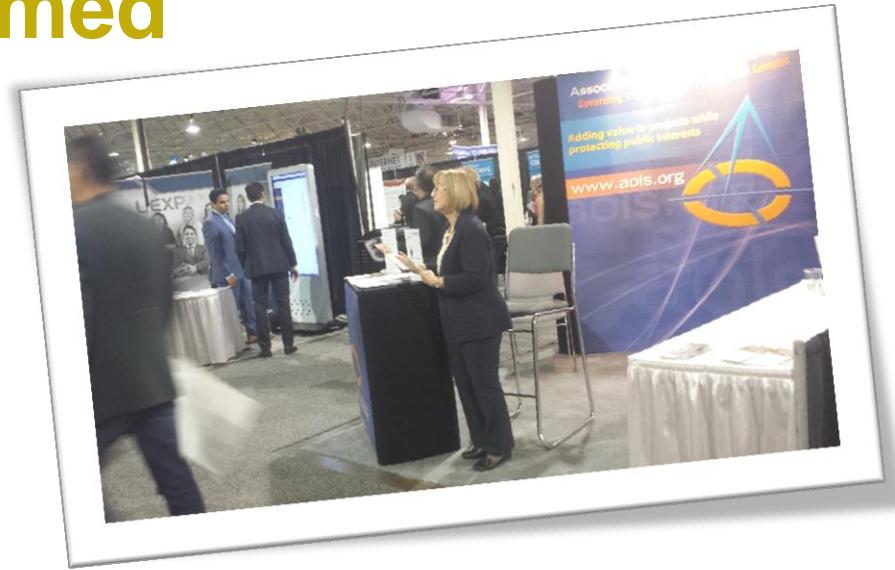
Help visitors with directions to facilities.



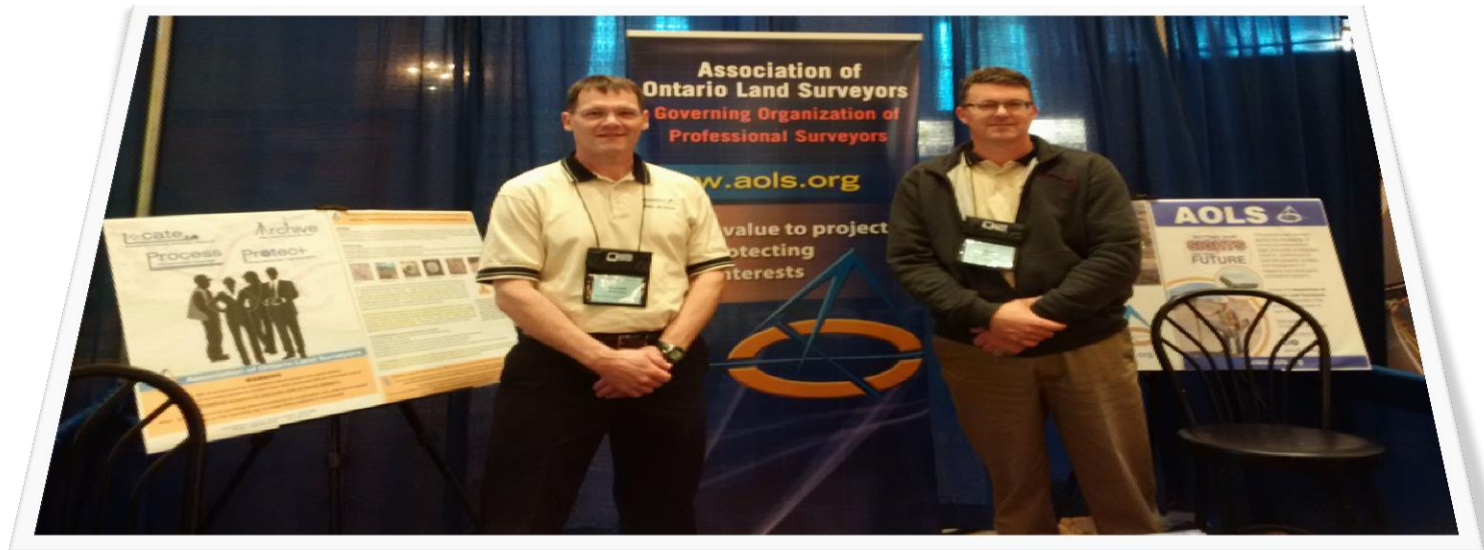
Staffing an AOLS Display Booth

Be well groomed

Choose your attire carefully to suit your audience. Sometimes matching attire works best.



DO





Staffing an AOLS Display Booth

Wear comfortable clothing

DO



Wear comfortable clothing and shoes. Temperatures can vary on the show floor and it is necessary to stand for long periods.



Staffing an AOLS Display Booth

Keep the booth neat and attractive

DO



It should always look neat and tidy as it did when the show opened.



Staffing an AOLS Display Booth

Be confident

DO



Your confidence comes from being prepared.



Staffing an AOLS Display Booth

Be honest

DO



Please...please...don't ask me the hard ones...I'm a planner and consulting marketer – not an O.L.S.

If you don't know the answer to a question, promise to get answers and follow up immediately following the show.



Staffing an AOLS Display Booth

Treat all visitors equally

DO



Treat visitors with respect and attention.



Staffing an AOLS Display Booth

Smoke

DON'T



A lot of people find the odour of tobacco smoke on clothing or breath annoying and/or repulsive.



Staffing an AOLS Display Booth

Drink or eat at the booth

DON'T



Alcohol is definitely out, and spilled coffee and food can damage your display. If fluids are needed - keep water out of sight.



Staffing an AOLS Display Booth

Sit while greeting

DON'T



Hello...
I'm over
here...

Chairs are for limited repose and visitors.
Be ready to greet visitors – on your feet.



Staffing an AOLS Display Booth

Ignore visitors

DON'T



If you must have a conversation with a colleague, don't be so engrossed that you ignore waiting prospects.



Staffing an AOLS Display Booth

Leave the booth unattended

DON'T



People who have taken the time to visit your booth deserve to have someone there to greet them when they arrive.



Staffing an AOLS Display Booth

Go into another booth unless invited

DON'T



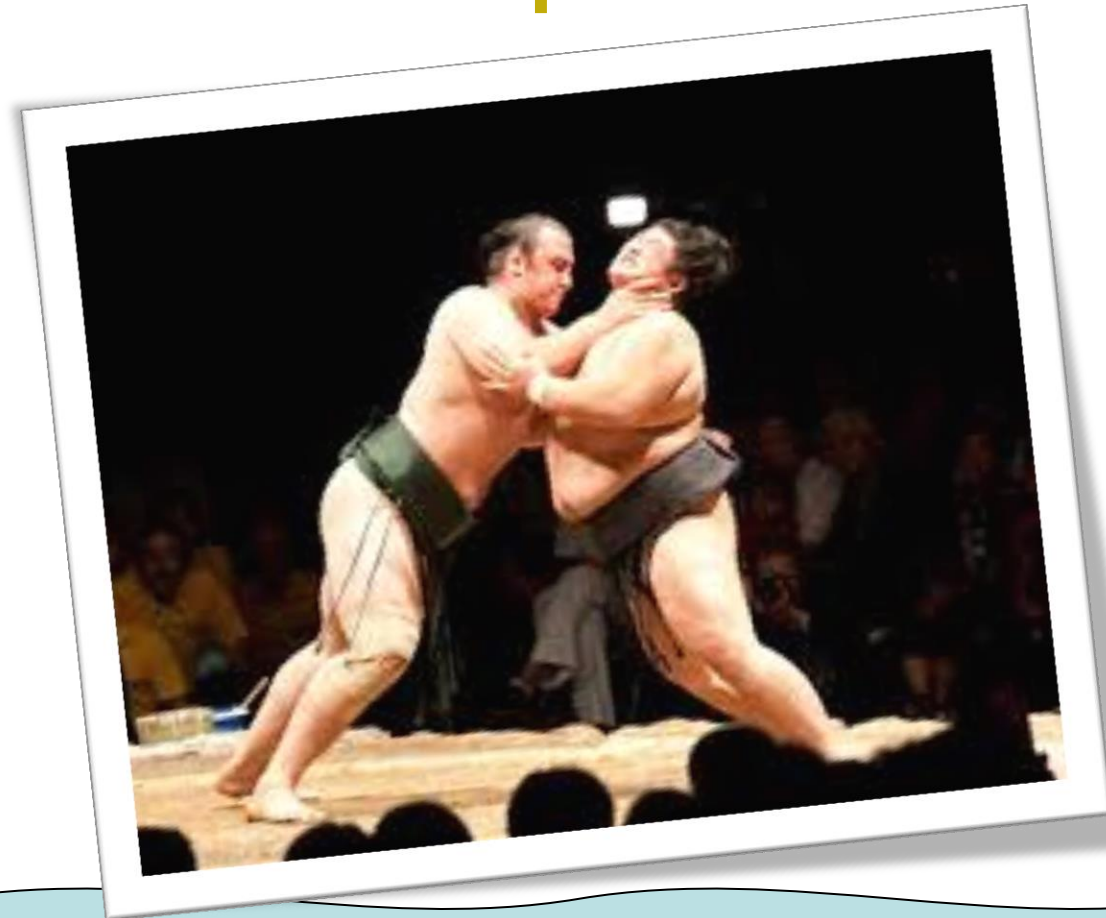
This is one of the written or unwritten rules of a show.



Staffing an AOLS Display Booth

Knock the competition

DON'T



Never say negative things about your competition.
People want facts, not your opinions (unless asked).



Staffing an AOLS Display Booth

Comments? Questions? I am here to answer....

