

# Tradeshow Tip Sheet

This month: Mentally and Physically  
Surviving the Tradeshow

## Interpretive Exhibits

- > 1865 Beach Ave NE
- > Salem, OR 97301
- > 503-371-9411
- > Fax: 503-371-9402
- > [www.interpexhibits.com](http://www.interpexhibits.com)
- > [info@interpexhibits.com](mailto:info@interpexhibits.com)
- > Editor: Tim Patterson

### What Does it Take to Survive the Tradeshow...With a Smile?

If you check last issue tip sheet (<http://interpexhibits.com/newsletter>) you'll recall we talked about **Surviving on the Road**. But that had more to do with cars, hotels, planes and keeping costs low than actually working the tradeshow. Sure, we discussed keeping fit and getting enough sleep.

But since tradeshow exhibitors and attendees are impacted to such a great effect, we're digging in a little deeper and in a different direction. What does it take – personally – to stay fit and perform at a high level when you're working a booth for three days? Not to mention overseeing booth set-up and dismantle,

booking flights and hotel rooms, coordinating tradeshow staff, client meetings, etc. Your list is probably long – and getting longer.

So let's start at the beginning. What are you doing today – now – to keep fit and stay in shape for the show that may be months away?



### Staying in Shape Started Last Year!

Sure, you can sit on the couch for months, not eat well, drink in excess and go work a tradeshow for three days. And probably come out fine. But the hours will seem longer, the nights shorter and the recovery longer than if you had stayed in better shape. And the thing is – you know it!

So what would it take to stay in good enough shape so that at your next tradeshow you arrive bright-eyed, work with a genuine smile all day long, attend a dinner or party with clients and then get up and do it for two or three more days? And then fly home and feel like the whole experience was – well, just another day at the office, albeit one that was a couple of thousand miles away with longer hours and more stress?

No need to preach about it: you know what it takes to stay in shape. For everyone the path may be a little different, and chances are we can all stand some improvement in our exercise and eating habits. And that's the key word: **HABIT**. Are you *habitually* working out 20-30 minutes a day? Are you *habitually* staying away from high-fat foods and going for leaner proteins, and more fruits and vegetables? Keep those habits in front of you and that next tradeshow will seem like a breeze compared to the last.

Or at least compared to your co-worker who's still, well, you know...

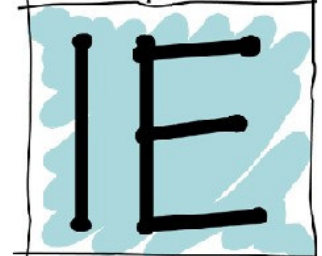


Famous rogue agent

Jason Bourne said, "Sleep is a weapon."

At a tradeshow it's at least a very good idea!

interpretive



exhibits, inc.

**Who's on our latest tradeshow podcast?**

Find out today at [interpexhibits.com/podcast](http://interpexhibits.com/podcast)

It's easy to push your limits when on the road. You're in an unfamiliar city, with new folks—so how far should you go?

**Clothes Make the Man, and Woman**

What to wear? Depends on what your role is. There are many different roles at a tradeshow: exhibitor, attendee, casual visitor, student, hard-core tradeshow staff worker, CEO, etc. Often a company will hand out branded clothing and that becomes your uniform. Still, it doesn't hurt to plan for other pieces of your trip. You might be going out on your own, with friends or co-workers, or meeting clients. Are you fully prepared to be both comfortable and suitable for each of the situations?

If you don't have company-branded clothing, make sure that what you do choose to wear fits with the company's



'on-stage' presentation. Are the clothes you plan to wear in line with the rest of the group? Or are you standing out? Certainly much of your outfitting decisions are common sense, but if you're

new to the company or the show, it doesn't hurt to have a brief discussion with your manager to see what is appropriate.

And then there's the shoe issue. If you're working all day in a booth standing and talking to visitors, you'll want good-looking and comfortable shoes. Walking for hours visiting dozens of booths takes its toll, too. And while this may seem obvious, don't take a brand new pair of shoes to a show, unless you have some comfortable older back-ups.

**Food, Sleep, Alcohol**

The stereotype of a business man off in a faraway city on a business trip, heading out for drinks and partying and staying up half the night may be cliché. But it happens. In fact, it's probably easy to push your limits on the road and in a different environment. And if you drink and party too much, how do you feel the next morning? It's easy to cross the line, especially if a client or supplier is buying drinks and dinner and encouraging you to 'have another!'

The best bet? Decide ahead of time what your best natural alcohol limit and your bedtime are – then stick to it. If you decide that one drink is

your limit, make it so. If you decide that 10 pm is the right time for YOU to get back to your hotel room because you've got to get up at 6:30 the next morning, stick to your guns. You know your body and how much sleep you need and how much alcohol and partying you can take. If there is any time to be good to you, it's on the road.

After all, you'd hate to arrive hungover at the airport, right?

*(from Twitter):*

**o\_o** Drank too much jack Daniels last night and is standing in the tradeshow booth hungover on 2 hours sleep, yay!

**Bottom Line—There's More!**

Keeping yourself in shape on the road so you show up for the tradeshow ready to work with a smile is really just following common sense. Don't try to break in new shoes, don't try to get by on half the sleep you know you need, don't set any personal records for partying and having a good time.

Sure, you're on the road in a fun city with fun

people – so have fun! But listen to that little voice over your shoulder that's advising you to keep an even keel, get enough sleep and don't drink too much.

Oh—and my favorite piece of advice?

Put a fresh blade in your razor before leaving home.