

DURING THE EXPO, SELFLESS – FOOD & FLUIDS #24 OF 36

EXHIBITOR TRAINING VIDEO



In this presentation, we're looking at the 'F' in SELFLESS: Food and fluids.

'Expos can be very long days, so make sure you drink enough fluids and eat well. You need to maintain positive energy throughout the expo so that you're ready to engage with every visitor and make the most of your time at the show.'

Most expos will have some form of cafeteria zones where you can purchase food and drinks, but have a back-up plan, too. Take water and fruit with you so that you'll always have access to food and fluids.

At our expo, the E3 Business Expo, we provide free food and drinks to all the visitors and exhibitors throughout the whole day. We also provide free water bottles to our exhibitors because we understand and appreciate the importance of keeping your exhibition staff hydrated.

Find out from the event organiser what food and drink will be provided so you can plan what you need to take with you. Some cafes at expos may only take cash, so also bear this in mind. Again, your event organiser should give you the information you need.

KNOW YOUR LIMITS

Your physical well-being is important. You may feel like you're running on adrenaline, but lack of fluids and food will affect your physical and mental state. Know your limits and take time to rest when necessary.

Be sure to schedule refreshment breaks as part of the staff rota. Take some time to really rest and relax your body and mind - not just to catch up on your emails. It often helps to step outside the expo hall and get some fresh air. Do whatever it takes to re-energise yourself so you can return to your stand ready and eager to make new contacts.

Similarly, be sure to have ample rest before the show, especially if you are travelling a long way to attend. Tiredness will be detrimental to the success of your event.

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FOCUS ON THE TASK

Avoid doing work at the show; you need to remain focused on generating prospects. It helps if you can tell key clients that you'll be out of the office on the day of the expo (and while you're doing that, why not invite them along?) Setting up 'out of office' email responses and voicemails will also help you avoid distractions on the day. Of course, in a real emergency you will need to respond, but that's also part of the planning process. Having enough staff trained available will help your team to cover any absence - whether it happens to be you or a colleague who has to leave.



SUMMARY

We are all human. We need to make sure that we look after ourselves. Get plenty of sleep before the event. Take planned breaks to rest and relax and eat and drink sensibly. This will all help your physical and mental well-being at the event and play an important part in getting great results from the expo.

NEXT: LOVE THE SHOW

Next, we will look at the fifth letter of SELFLESS: L - Love the show. This is about why every exhibitor needs to have fun and enjoy their time at the event.

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