



## Booth Etiquette

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**Abstract:** Stand up, smile, and make eye contact. Greet attendees inside and in front of the entrances of the booth. Speak with attendees, not colleagues or on your phone. Keep it short and simple and engage your prospects in conversation. Research shows that trade show attendees weigh their interaction with staff over every other factor at the booth. Why then is staff training often the smallest spending segment in marketing budgets? The Center for Exhibition Industry Research (CEIR) reported that, on average, booth staff training was as little as 1% of total trade show budget in 2012. That figure was still only 2% in 2017! This guide looks at why you will want to invest in staff training and areas to apply that investment. A well-trained staff will be one of the most significant factors in the success (or failure) of your booth. Whether your company is planning for a mere 10' by 10' booth or a large 40' by 50' trade show exhibit space, training the staff who will be manning the booth during the show itself is of the utmost importance.

**Keywords:** Booth etiquette, booth etiquette tips, booth etiquette celebrations, trade show booth etiquette, booth staff etiquette to ensure success, basic trade show booth etiquette rules for staff.

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Unfortunately for most trade show exhibitors, staff training tends to be overlooked in favor of other seemingly more pressing issues like booth planning, design, construction, and logistics. While the booth itself is important in attracting customers and prospects, your staff's presence and demeanor can make or break that new prospective business. Some experienced staff and executives who man trade show booths pride themselves on their ability weed through the duds to spot and engage only live prospects. However, staying focused only on revenue or big-ticket customers can often damage the brand and lead to missed opportunities. Attendees are looking at the exhibit staff for a reason to spend time at your booth. After being initially drawn in by the booth or brand itself, your staff is the reason they will stay or go. The following body language tips will help convey a professional and approachable demeanor: Stand up and greet attendees in front of the booth If seats are needed, use tall stools that create contact at standing eye level Smile and make eye contact with attendees from all directions Speak with trade show attendees, not colleagues Sit down only if you are with a client who also wants to sit Do not cross arms or legs, keep hands out of pockets Avoid fidgeting and leaning against booth walls and furniture Be mindful of other people in the booth and near your space Do not enter the space of another exhibitor Be enthusiastic, confident, and polite Thank attendees for spending time at your booth when they arrive and leave Though simple, these basic body language tips offer an approachable and professional atmosphere that will encourage prospects to visit and stay in your booth. The Balance Small Business Menu Search GO Ad EVENT PLANNING BASICS Basic Trade Show Booth Etiquette Rules for Staff BY ROB HARD Updated December 02, 2019 Whether your company is planning for a mere 10' by 10' booth or a large 40' by

50' trade show exhibit space, training the staff who will be manning the booth during the show itself is of the utmost importance. Unfortunately for most trade show exhibitors, staff training tends to be overlooked in favor of other seemingly more pressing issues like booth planning, design, construction, and logistics. While the booth itself is important in attracting customers and prospects, your staff's presence and demeanor can make or break that new prospective business. Some experienced staff and executives who man trade show booths pride themselves on their ability to weed through the duds to spot and engage only live prospects. However, staying focused only on revenue or big-ticket customers can often damage the brand and lead to missed opportunities. Corporate event planners are sometimes asked to assist in managing trade show logistics and at times, the trade show booth itself.

When great event planners are involved in the planning phase, they have the unique opportunity to enhance the company's return on investment by sharing the following trade show staff etiquette rules and tips. Greetings and Open Body Language George Doyle / Getty Images Attendees are looking at the exhibit staff for a reason to spend time at your booth. After being initially drawn in by the booth or brand itself, your staff is the reason they will stay or go.

The following body language tips will help convey a professional and approachable demeanor: Stand up and greet attendees in front of the booth. If seats are needed, use tall stools that create contact at standing eye level. Smile and make eye contact with attendees from all directions. Speak with trade show attendees, not colleagues. Sit down only if you are with a client who also wants to sit. Do not cross arms or legs, keep hands out of pockets. Avoid fidgeting and leaning against booth walls and furniture. Be mindful of other people in the booth and near your space. Do not enter the space of another exhibitor. Be enthusiastic, confident, and polite. Thank attendees for spending time at your booth when they arrive and leave. Though simple, these basic body language tips offer an approachable and professional atmosphere that will encourage prospects to visit and stay in your booth. Staff Roles and Sales Script Stockbyte / Getty Images Trade show booth staff should be assigned a specific area of the exhibit to cover and should have the expertise to convey important company information to attendees. Some companies even provide staff with a customizable greeting and sales script, so each member of the team is prepared to deliver a consistent, polished, and effective message to attendees.

One of the most common trade show booth etiquette violations occurs when food and drink are kept in the booth for the staff's personal consumption. Trade show days are long; certainly, your staff should have access to snacks and water. But those snacks and drinks should not be consumed in the booth or left visible to trade show attendees. It is easy to spot napkins, wrappers, plastic bottles, and other items that are not part of the booth. It may sound elementary, but reminding booth staff to avoid eating, drinking, and chewing gum within the booth can be the difference between looking professional or appearing like slobs. To avoid this, some trade show exhibitors choose to issue their staff branded refillable water bottles, which can be a great option for ensuring well-hydrated and professional looking staff. Provide Adequate Staffing Stockbyte / Getty Images.

What is Etiquette Etiquette and manners go hand in hand. You will also find several etiquette books like etiquette for a lady, etiquette for kids, list of manners and etiquette, the importance of etiquette, and etiquette rules to help you in your task of learning things related to it. Table of Contents Types of etiquette Types of etiquette Some of the important types of etiquettes in society are as follows-

1. Social etiquette One of the most important etiquettes is social etiquette as it informs an individual about the norms and behavior that society considers acceptable
2. Meeting etiquette This type of etiquette informs individuals about the styles one should give preference to while attending meetings, seminars, and events.

3. Wedding etiquette Yes, there are wedding etiquettes in place that inform individuals that one should not be late, should behave sensibly, and do not drink too much at weddings.
4. Corporate etiquette This type of etiquette informs individuals about how an individual should behave at his workplace and maintain dignity.
5. Bathroom etiquette This type of etiquette refers to the rules that an individual should follow if he is using public or office toilets.
6. Business etiquette This type of etiquette acts as a guiding force to the professionals and helps them in conducting business deals in an ethical and effective manner
7. Eating etiquette This type of etiquette informs individuals about the rules and regulations regarding their eating habits. Do not speak when the mouth is full, thank the person serving your food, do not leave the table until everyone has finished eating, etc. are some important eating etiquettes.

Telephone etiquette This type of etiquette informs individuals about how they should behave on the telephone. How to interact with others, not putting someone on hold for a long time, greeting the other person, and keeping your tone and pitch at the perfect level are basic telephone etiquettes one should always follow. Basic rules of social etiquette Some basic rules of etiquettes that are being followed for a very long time and are considered top-notch even today are mentioned.

They may not be familiar enough with your product or service to know what questions to ask, so you need to take the lead and ask them about their needs and what they're looking for. Remember the importance of body language -- your own and that of attendees -- every time you speak to a potential customer. Greet everyone with a smile, maintaining eye contact as you speak to them. Pay attention to their body language to determine how interested they are, if they're confused or if you're coming on too strong. If an attendee starts glancing around the room, that may be a sign she's bored or feels you're pushing her into making a purchase. Ease up a little, or ask her questions to renew her interest in the conversation. Regardless of how eager you are to attract new customers, it's important to keep in mind that other exhibitors are also conducting business.

Trade show staff is usually responsible for booth setup or at least putting the final touches on a larger, constructed booth, and they should arrive early enough to make sure that all materials are properly displayed and ready for show attendees as soon as the exhibits open.

Managers should staff the booth adequately to permit attendees easy access to staff and to consider needs for lunch and other breaks without overwhelming the booth space with company employees. It is also extremely important to highlight the show hours and to make sure that company representation remains in the booth through the completion of the scheduled hours.

It is amazing the number of booths where staff will disappear 15, 30, even 45 minutes before the end of a show missing the opportunity to interact with prospects and giving off an unprofessional image. Attire is something that differs from organization to organization.

Some companies require corporate or business casual apparel (e.g., polo shirts, sports coats, dress shirts, etc.) while others provide staff with branded apparel or a uniform. Even others simply give employees some direction on personal attire with colors and appropriate clothing styles. Professional and uniform attire helps to reinforce trade show booth themes, and should also be perceived as respectful of the organizers and attendees of the show itself.

## **CONCLUSION**

In conclusion, To provide a quality program, to develop implementation, and to exercise confidence in the future stand sales, scheduling, and tips for scouts were produced. Basic information:

Make sure all adults control the stand sales, read them, understand and agree to do them the procedures, rules, and codes of conduct described herein. Unless the cash sale is done by Troops or Groups. stand sale. Approval of your stand is always done by the PSC or the board. Request for sale of the stand When managed from your service unit, it must be managed and approved by the PSC you want. you need to keep selling your stand. The notion of equivalence is undoubtedly one of the most problematic and controversial areas in the field of translation theory. The term has caused, and it seems quite probable that it will continue to cause, heated debates within the field of translation studies. This term has been analyzed, evaluated and extensively discussed from different points of view and has been approached from many different perspectives. The first discussions of the notion of equivalence in translation initiated the further elaboration of the term by contemporary theorists. Even the brief outline of the issue given above indicates its importance within the framework of the theoretical reflection on translation. The difficulty in defining equivalence seems to result in the impossibility of having a universal approach to this notion.

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