

Top 10 Best Practices for Exhibiting at ITE District and Section Meetings



Plan for Simplicity and Mobility

Many ITE District and Section meetings are tabletop or small pipe-and-drape setups—not large national trade shows. Bring lightweight, portable materials that are easy to transport, set up, and break down quickly.



Prepare for Venue Logistics Before Arrival

Be aware of loading docks, parking access, and setup procedures ahead of time. Some venues may require long walks from parking garages or offer limited unloading access, so plan accordingly with rolling cases, dollies, or compact displays.



Use Durable Shipping and Packing Solutions

Invest in sturdy transport cases and reusable plastic pallets with wheels whenever possible. Exhibitors noted that durable materials reduce damage, simplify teardown, and minimize expensive material-handling delays.



Be Strategic about Shipping

Shipping directly to show sites via standard carriers can be unreliable. Many exhibitors now prefer the following to make sure items arrive in a timely fashion:

- Carrying materials as checked luggage
- Shipping directly to the hotel
- Using trade show logistics vendors that are familiar with convention procedures
- This is especially important for international exhibitors and cross-border shipments



Keep Booth Setups Focused and Functional

For smaller meetings, simple setups often work best. Attendees value conversations and demonstrations more than oversized displays.

- Branded tablecloths
- Retractable banners
- Monitors for demos
- Minimal but impactful collateral



Choose Booth Locations Carefully

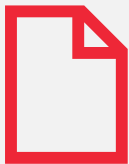
Whenever possible, select booth spaces near entrances, food stations, or high-traffic pathways. Exhibitors consistently reported stronger engagement when booths were integrated into attendee flow patterns.



Create Engagement Opportunities at the Booth

Interactive activities drive traffic and conversations. These activities encourage meaningful attendee interaction rather than passive badge scans.

- Passport games
- Vendor bingo
- Trivia questions attendees must answer at booths
- Prize drawings and gift cards



Use Lead Capture Tools—Even at Smaller Shows

Not every regional meeting provides lead retrieval systems. Easy lead tracking improves post-show follow-up and reduces administrative work during conversations. Create simple alternatives such as:

- Mobile lead forms
- QR code capture systems
- Shared sales apps with prefilled options



Schedule Outreach Before the Show

Don't wait until the event begins. Personalized outreach from sales representatives tends to outperform generic marketing emails. Use attendee lists or conference apps to:

- Identify target attendees
- Schedule meetings in advance
- Coordinate outreach by region or account manager



Follow Up Quickly and Personally After the Event

The most successful exhibitors combine broad post-show communication with personalized outreach. Customized follow-up helps convert regional meeting conversations into long-term relationships and opportunities.

- Send a general thank-you or recap email
- Prioritize hot leads immediately
- Reference specific conversations when following up