

# BBBI

BUSINESS BUILDING IDEAS

## Q&A

Dear GW,

*I was wondering if there was a certain way of dressing that will make me look genuine and attract people to my exhibit. Some people say to dress sharp but others argue that this makes you look a little too eager to sell. Some say you should just dress comfortable. Do you have any specific tips or suggestions?*

*Sincerely,  
Buster*

Dear Buster,

There are several things you can do. If it's within your budget, consider uniforms. These make you easily recognizable to curious passers-by and will look very sharp with your corporate logo embroidered on it. It will also make you stick out a bit more, but in a good way.

The goal is to appear credible, sincere, honest, and likeable. Clothes speak volumes about the type of business you have and your personal character. Yet at the same time, overdressing can be intimidating to some people. A good way to think of it is to dress slightly better than your customer. You want to appear professional and sincere, but not so much that they are afraid to talk to you. Dress for the customer and it will be appreciated.

Another rule of thumb—women shouldn't wear oversized or loud jewelry and both men and women should consider getting a manicure before the show.

Stay Sharp!  
GW



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always —  
"Are you Ready?"

Harold Wallace

Call me anytime: 405.834.5836 (cell).



**GALLOWAY WALLACE**

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

*Dear GW,*

*How can I make an out-of-the-box modular exhibit as easy as possible to set up? Should I buy any special tools?*

*Thanks,  
First-time Trade Show Coordinator*

Dear Newbie,

Well before the show, you should make sure you can assemble the exhibit yourself, under the vendor's direction. Look for problems you might run into then and there. For example, there may be a part of the process that requires an extra set of hands. Review the directions that come with the exhibit. If a section seems confusing, don't hesitate to create your own set-up directions. Take pictures of the process so the staff can put it together later. Having a spare parts kit is a must as well, so ask for one of those.

As long as you prepare yourself in advance and know the type of tools you'll need by assembling the kit under the vendor's direction, you should be fine.

That's the Nuts and Bolts of It,  
GW

**If you have any questions or need advice, feel free to send us your questions.  
Comments are also welcome!**

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