

# 10 Most-Read Skyline Trade Show Tips of 2013

 [skylinetradeshowtips.com/10-most-read-skyline-trade-show-tips-of-2013/](http://skylinetradeshowtips.com/10-most-read-skyline-trade-show-tips-of-2013/)

Mike Thimmesch



December 19, 2013 | [Mike Thimmesch](#) | [Comments 1](#)

You probably don't have time to read all 84 blog posts we've written this year. But how about the 10 best?

Your peers have voted with their clicks that these are the best ideas for booth staffing, [exhibit design](#), promotions, and more. These proven ideas will certainly help you enhance your trade show program. You can read any or all of them by clicking on the article headlines:

## #1 13 Bad Booth Staffers

News Flash: Humanity is flawed. And that flawed humanity occasionally wears a booth staffer name badge. This (unfortunately) funny August 2013 article profiles 13 bad booth staffers, with names like The Thief, The Attacker, The Networker, The Scanner, and 9 more. With over 10,000 views, this was the top new article of the year.

## #2 44 Things A Booth Staffer Does

Booth staffers have a lot more to do than their bosses realize. This January 2013 article reveals 44 things they do, including interacting with a broad range of booth visitors, taking care of their [trade show displays](#) before, during and after the show, and perform a variety of marketing activities. Are you and your staffers doing all they can? Read the article and see.

## #3 25 Of The Most Common Trade Show Mistakes

This April 2013 article is good – really good. Michael Flavin not only shares 25 mistakes that will mess up your trade show program, he does so with wit and brevity, and often points the way out of those common mistakes. This is one that I would print, put on my wall, and refer back to again and again. (Hint, hint.)

## #4 10 Trade Show Exhibiting Dos and Don'ts

In this March 2013 article Glenn Diehl shares 5 things you must do to succeed, and another 5 things to avoid. The tips are small in size but big in insight – they are essential elements in a successful trade show program.

## #5 11 New Rules of Trade Show Marketing

The world of trade shows has changed a lot with the advent of the internet, social media, and prolonged economic uncertainty. This September 2013 article outlines the 11 ways trade shows have changed forever, and how you can adapt to the new exhibiting paradigm.

## #6 37 Things A Trade Show Booth Does

It's common for you to ask your exhibit designer to help you achieve multiple marketing objectives. Yet the reality is even more complicated, as this May 2013 article reveals. Your trade show exhibit has many, many jobs to do and many different people to serve. Read this and you will more fully appreciate how much value a well-designed exhibit can bring.



## #7 The 27 Rules of Engagement For Booth Staffers

The hardest part of booth staffing for many people is the beginning of the process – how to get a conversation started with a new prospect. This March 2013 article helps booth staffers better engage with attendees, ultimately increasing your lead counts.

## #8 3 Ways To Use Social Media For Trade Shows

Trade shows and social media are surprisingly good partners. This January 2013 article from Ken Buckman gives three good ideas on how to leverage what you are doing in your trade show booth to create good content to share via social media. That in turn will get you more people into your booth during the show. Sounds like a win-win situation!

## #9 16 Powerful Stats On The Value of Trade Shows

Why go to trade shows? There are a lot of reasons, and many have numbers attached to them. This June 2013 article gives you a lot of stats to back up why your company can reach its marketing objectives by exhibiting at trade shows. Many of these stats were culled from recent reports from the Center for Exhibition Industry Research (CEIR).

## #10 19 Details For Smoother Trade Show Promotions

Trade show promotions are the secret weapon of successful trade show marketers. And like much of trade show marketing, promotions require great marketing ideas, plus consistent attention to detail. This January 2013 article shares 19 details to pay attention to so that your promotions go off without a hitch.

Thank you for reading these articles to help improve your trade show results. We will keep sharing articles like these to help you boost your brand image, generate more sales leads, and build stronger client relationships. And hopefully give you a laugh or two along the way.

*Those were the top 10 tips from 2013. And these are the top 3 most-requested Skyline trade show training resources – get yours for free:*

**Filed Under:** • • • • •

**About the Author:** Mike Thimmesch is Skyline Exhibits' Director of Customer Engagement, with 25 years of Marketing and [Trade Show Display](#) Marketing experience.

