



How Many Booth Staff Should You Have?

By Jefferson Davis, President, Competitive Edge

Tradeshows are primarily about face-to-face contact with your market. Therefore, booth staffing is a critical success factor.

The first major question is: “How many people should you have in your booth?”

Overstaffing or understaffing a booth is a big mistake which can limit your booth traffic, impact your lead quantity and quality, and ultimately limit your return on investment.

The staffing rule of thumb is 50 square feet of space per staffer. If you’re in a 10’ x 10’ booth, you have space for two staffers. If you’re in a 20’ x 20’ booth, you have space for up to eight staffers.

The second major question is: “What types of staffers should you have?”

Most companies staff their booth with sales people. In a general sense, this is not a bad idea, but you may want to consider including staff from different disciplines in your organization.

Attendees do not want to be pounced on or feel like they’re being sold to. They primarily come to exhibits to learn and to see if your company and your people might be a good fit for them. I strongly recommend having a variety of booth staffers including your customer service team, technical or product experts, and at times, your senior executives.

It’s important to prepare each type of booth staff for what their specific roles will be in the booth, and to provide skills training to make them comfortable in the meet, greet, qualify and disengage or handoff skills.

According to industry research approximately 86% of booth staffers have never had a single hour of skills training and how to work a booth. This forces them to make behavioral and communication errors that could limit your booth traffic, reduce lead quantity and quality, possibly impact your company’s brand perception in your market, and finally reduce or block return on investment.

Invest a little time to make sure your booth is staffed at the right level with the right types of people and you’ll be on your way to a more successful exhibit.

Jefferson Davis, President of Competitive Edge, is North America’s leading tradeshow productivity expert. Since 1991, his exhibit consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$800M. Mr. Davis can be reached at 704-814-7355 or Jefferson@tradeshowturnaround.com