You understand your organization’s goals, you’ve prepared your pitch and your team has been planning for this meeting for months. It’s suddenly go time—but are you ready for networking and to make the most out of this opportunity? Here are some simple tips, tricks and reminders for maximizing your networking opportunities:

#1 Be in Front of the Table and Smile!
First impressions are everything! It takes seconds for someone to form an opinion and if you are not welcoming, they aren’t going to stick around. During exhibit hours, we recommend that you engage with your audience. Introduce yourself and make eye contact—it can be as simple as that!

#2 Build a Crowd
Monkey see, monkey do. If you can gain the attention of a few, more will come.

#3 Network with Other Exhibitors
The days can be very long, with short spurts of interaction between yourselves and delegates. Don’t miss out on other opportunities—network with your neighbours! Get to know your exhibitor family—and you may end up making connections you did not expect.

#4 Meals
Try to avoid eating during delegate networking times. Set aside a plate, bring snacks and stay hydrated! Food is going to get the delegates in your space but this is not your time to eat—think strategically about meal times so that you aren’t eating when you should be networking!

#5 Social Events
Get involved! Get out and participate during social events! Networking does not always need to happen inside the exhibit hall.