



Why Taking Down Your Booth Before Closing Time is a BIG Mistake

By Jefferson Davis, *Competitive Edge*

We all know working a tradeshow is hard work. Standing on an exhibit floor for three full days is no easy task for anyone! We understand the desire to get out of the show as fast as possible at the closing bell.

With that being said, one of the biggest mistakes that any exhibitor can make is beginning to take down their booth before the show closes.

When exhibiting at a show in Las Vegas, if you live in the east, unfortunately if you are not at the airport by 2 PM, you are probably going to have to take a red eye flight if you want to get home sooner. Please be sure to give yourself enough time by not booking a flight too close to show closing time. And make sure you have enough staff on the schedule to cover the booth during ALL open hours.

Here are 4 big reasons why you should never take down your booth early...

1. **Sends a bad message to attendees:** Imagine the impression you are making when potential customers walk near your booth in the last few hours of the show and see it either being dismantled or completely gone. Having exhibited at many shows over the years, I have had some my best and highest quality interactions in the last few hours of the show. Also, having conducted over 50 panel discussions with tradeshow attendees, many attendee panelists tell me that they like to walk the exhibit hall in the final few hours because they want to see what potential partners might be the type that cut concerns or quit early.
2. **Disrespectful to Fellow Exhibitors:** When one or more exhibitors start tearing down early it can cause attendees to now want to go in that area. Remember, your fellow exhibitors invested a lot of time and money to be there too and they deserve to be able to stay open and engage attendees all the way up to the closing bell.
3. **Can Create Safety Issues:** Having crates, furnishings, tools or equipment in the aisle can cause someone to get injured. I don't think that's a position you want to put your company in.
4. **Violates Your Agreement with the Show and Can Cause Your Company to Not Be Invited Back:** If the concrete construction market is important to your company, that last thing you would want is to not be able to participate in one of the best shows in America because you did not want to stay until the official closing time.

If you're going to exhibit at all, do it the right way. There are probably a lot more eyes on your booth and opportunities on the show floor than you realize.



Jefferson Davis, President of Competitive Edge is North America's leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly intensive exhibit consulting and training services guaranteed to deliver results.

For a no-obligation discovery meeting, [schedule a 30-minute meeting here](#)