



## HEIDI'S DO AND DON'T TIPS FOR A GREAT SHOW.....

- **DO** order a case of bottled water from your exhibit house for the booth. Most people get tired or cranky because they get dehydrated. Provide your staff with at two to four 16-ounce bottles of water for a full day in the booth, and be sure to drink that much yourself as well!
- **DO** drink water. Lots. Did we mention that?
- **DO** wear comfortable shoes, either flat or with a low heel. Inserts for support or comfort are a good idea, too—they save my feet!
- **DO** bring your own snacks to the booth: nuts, fruit, meal replacement bars. And water. Did I mention water?
- **DO** stand up straight! Wear a back brace, if necessary.
- **DO** take at least two breaks during the day. Get away from the booth and find a quiet area to relax, even if it's just for 15 minutes.
- **DO** order gel insoles from [www.happyfeet.net](http://www.happyfeet.net) for you and your staff—your feet will thank you!
  
- **DON'T** wear new shoes.
- **DON'T** have lots of carbohydrates at breakfast or lunch—they will make you unbearably sleepy, especially when the show slows around 3:00! Instead, have a breakfast of fresh fruit and protein-rich foods.
- **DON'T** drink coffee or caffeinated beverages—they will also make you sleepy by the afternoons. I know; I know. This one is hard to stick to.
- **DON'T** have alcohol at dinner, especially if the dinner is late. Drinking alcohol late in the evening will disrupt your sleep patterns and leave you less-than-perky the following morning. If you do drink alcohol, be sure to follow it up with at least 16 ounces of water to avoid a dehydration headache in the morning.

### **Heidi's NEVER-IN-THE-BOOTH rules:**

For any of these activities, take it outside the booth!

- Talking on your cell phone
- Eating
- Drinking (anything but water)
- Sitting down
- Saying you're having a bad show. Even on the slowest of days, your response to the question, "How's the show been for you?" is always, "Great! A nice, good flow of high-interest prospects."