

# Does Your Exhibit Have the Correct Sales Floor Plan?

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This report is one in a series of reports all geared to helping exhibiting companies achieve better results and gain value from exhibition participation. The complete series is available at: [www.ceir.org](http://www.ceir.org)

CEIR extends special thanks to Allen Konopacki..

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Imagine holding a business meeting, but there is no table, no counter or desk. This will change how people interact with one another at the meeting. The behavior of salespeople and attendees at exhibitions also changes based on how many counters are available in an exhibit.

For example, a 10'X20' exhibit with only one counter produces less sales interaction than 10'X20' exhibit with two counters. In the exhibits with two counters, the sales staff will have 25% to 60% more sales interactions with attendees. The same applies to larger exhibits, the amount of sales interaction with attendees increases when the number of counters is sufficient to support the number of salespeople working the exhibit. This may seem to be obvious, but research has found that many exhibits don't have enough sales stations.

Retailers would compare this to sales increasing in a store when more checkout lines are provided. A counter is the checkout line in an exhibit. It creates the ability to serve and sell.

An Incomm study found that it is mostly large exhibits that do not have enough counters and, therefore, reach fewer attendees than possible. For example, it is not unusual to find 40'X40' exhibits with only four sales counters and ten salespeople working the exhibit. Some large capital equipment exhibits measuring 40'X80' have only six counters and 40 salespeople working the exhibit. An exhibit with a 40' long aisle supported by only two sales counters could be more effective with four counters

in the same space. In other words, the lead-taking process—the discussion a salesperson has with an exhibition attendee—is influenced by the availability of counters.

The following guideline has been developed from the analysis of the current research: for every 100 square feet of open space in an exhibit, one small 20 inch square, podium-sized counter should be available for use by the sales staff.

Exhibit managers may be concerned with having the salespeople lean on counters, or clustering around or standing behind counters. These problems can be eliminated with exhibit sales training.

Counters relate to salespeople creating interaction with attendees. Incomm research has found that it is against the behavior of a salesperson to stand in an open and empty space. Salespeople don't like to feel like they are hawking at the carpet line or trying to hook people in the aisles. Without counters, salespeople retreat to the back of an exhibit, and interaction is reduced.

Most exhibitors don't have enough sales stations available. This report and observation can help assure that salespeople maximize the number of sales interactions at exhibitions.