



Tips for New Exhibitors at JIS Spring

During the Show

- Engage visitors quickly with a warm greeting and a short pitch that highlights your uniqueness. Be Energetic.
- Utilize Lead Manager & Colleqt to capture onsite leads—don't miss out!
- Qualify leads: ask about the buyer's needs before showing your full line.
- Showcase highlights, not everything: focus on bestsellers and signature pieces.
- Be ready to write orders.
- Network with peers: collaborations often happen right on the show floor.
- Attend the **Welcome Reception**, Sunday 6:30 – 7:30pm. Head to the lobby to mingle and grab a drink!

After the Show

- Download your Leads through the Exhibitor Hub
 - Follow up quickly: send thank-you notes or quotes within 3-5 days.
- Continuously Review your digital statistics/insights. Log into the Exhibitor Hub and click on Exhibitor Dashboard.
- Evaluate your ROI: track conversions and note what worked for next time.

Reach out to your [Customer Success Manager](#) if you have any questions!