



2026

THE WORLD'S PREMIER
MINERAL EXPLORATION
& MINING CONVENTION
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TIPS AND TRICKS FOR A SUCCESSFUL EXHIBIT

To get the most from your exhibit, focus on creating a memorable and engaging experience for visitors. This involves designing a visually appealing booth, actively engaging with attendees and offering something of value, whether it is information, demos or giveaways. Here are some helpful tips to get you started.

Don't forget to check out the [Exhibitor Toolkit](#), our comprehensive and indispensable resource for all exhibitors participating in the annual PDAC Convention.

Booth Design & Layout

- **Visual appeal:** Use bold colours, graphics, and large text to grab attention and ensure your booth is well lit.
- **Embrace simplicity:** Avoid clutter and unnecessary distractions in your booth design. Keep your messaging clear, concise, and visually appealing. A clutter-free booth allows visitors to focus on your brand and products without getting overwhelmed.
- **Functionality:** Ensure adequate space for demos, product displays, and comfortable seating for visitors.
- **Branding:** Make sure your company name, logo, and tagline are prominent and consistent.
- **Sensory experiences:** Consider incorporating elements that engage multiple senses, like interactive displays or captivating visuals.
- **Interactive elements:** Use hands-on displays, interactive technology or even a photo op to encourage engagement.
- **Exhibitor Toolkit:** Don't forget to check out the [Exhibitor Toolkit](#) for what's included in your booth and how to order from our Official Suppliers.

Marketing & Promotion

- **Pre-show promotion:** Use social media and other channels to build anticipation for your booth. Invite potential customers to your booth before the show begins. Check out the

Exhibitor Promotion section of the [Exhibitor Toolkit](#) for more information. Do not forget to use our hashtag #PDAC2026!

- **Engaging materials & giveaways:** Create eye-catching marketing materials like brochures, flyers, or even branded takeaway items. View the [Exhibitor Toolkit](#) for sustainable ideas.

Engagement & Interaction

- **Pre-book appointments:** Leverage your existing network and reach out to potential customers before the show. Pre-book appointments with interested prospects to ensure that you have dedicated face-to-face time with them during the event.
- **Staffing:** Someone must be there to greet browsers, engage them in conversation, and take their questions. If you cannot be there every minute the trade show is open, you will need to have at least one other person to help staff your booth.
- **Knowledgeable & engaging:** Train your staff to be knowledgeable about your products and services and to interact with visitors in a friendly and professional manner. Attendees want more expertise and less pitch.
- **Friendly greeting:** Greet visitors warmly and create a welcoming atmosphere. Get up and engage! Nothing is worse than watching one of our exhibitors miss valuable networking time because he or she is on the phone.
- **Listen & learn:** Ask questions to understand attendee needs and interests. The conversation should be more about them, not you. Once you have given your initial pitch, take a pause, and ask them if that is something they might be interested in.
- **Offer value:** Provide valuable information, solutions, or demos.
- **Personalize:** Tailor your interactions to individual attendees and their specific interests.
- **Lead retrieval:** Ensure you are capturing potential customer's information to follow up. Use the lead retrieval system offered through the show's Official Suppliers to keep track of visitors and follow up post-show.
- **Programming:** There are lots of additional opportunities to engage with attendees outside of the exhibit floor including [Programming opportunities](#), [Exhibitor Spotlight](#) and [Presentation and Reception rooms](#).

By implementing these strategies and those found in our [Exhibitor Toolkit](#), you can create an exhibit booth that attracts visitors, generates leads and leaves an impression.