

THE DELEGATE WRANGLERS®

Connecting the event industry since 2014

THE DW STAND PARTNER CHARTER

Core guidelines and community expectations for exhibitors joining
The Delegate Wranglers Pavilion.



The
Delegate Wranglers®



The DW Stand Partner Charter

Being a DW stand partners means you're part of one of the best and most well-recognised stands on the show floor. To keep our standards high, our energy unmatched, and the community vibe flawless, we ask all our stand partners to work to these core guidelines. It's nothing too heavy, we promise. It's all good stuff!

PRE-SHOW

1. Work the show exhibitor platform ahead of time 💪

Success starts before the doors even open. Log into the official show portal early, maximize your profile, and actively reach out to buyers to book those crucial appointments in advance. Make sure to attend the DW training webinars to help you get the most out of the show platform and talk to the DW team if you need any assistance.

2. Shout about It on socials 📣

Spread the word! Use either your own custom graphics or the official DW social media assets to let your network know you'll be on the pavilion. Tag us so we can boost your message and drive more traffic to your space.

3. Run a show-stopping promo, giveaway or competition 🎁

Give visitors an extra reason to stop by. We highly encourage running a special offer, exclusive promotion, or a fun competition at your stand. Just make sure to tell the DW team what you're planning so we can help shout about it.

4. Download the show app at your earliest opportunity 📱

Don't wait until you arrive at the venue—download the official show app as soon as it goes live! It's your ultimate tool for the show. Use it to keep a close eye on your appointment diary, bookmark the education sessions you want to catch, and receive real-time updates so you stay completely up to date with everything happening across the show floor.

AT THE SHOW

5. Clock in, clock out (on-time) 🕒

Punctuality is key. Ensure your stand is fully manned and ready before the show opens each morning, and do not pack up early. We stay strong right up until the final whistle blows on the last day. If you need to step away, make the DW team or one of the other stand partners aware so they can cover your stand for you.

6. Be present: eyes up, phones down 🙅

We've all seen the "ghost stands" where everyone is staring at a screen. Don't let that be you! Step away from the laptops and phones unless you are actively logging a lead. Be approachable, smile, and stay ready to welcome the next passing buyer.

7. Keep it sleek & tidy 🧹

First impressions matter. Keep your designated area spotless throughout the day. Stow bags, coats, and cases in the show cloakroom and any extra merchandise, out of sight (not scattered across the stand), and keep rubbish cleared away.

8. Explore the wider show floor 🚶♂️

Remember, not all networking happens directly on the stand! Take the opportunity to walk the floor, explore, and attend the education sessions. It's a fantastic way to spot trends, gather insights, and bump into potential clients – just make sure your stand is covered by a colleague or a neighbor before you head off.

9. Share the wealth (and the appointments) 🔄

We're a family on this pavilion. If a buyer walks up and they aren't the right fit for you, look after your neighbors! Introduce them to another stand partner who fits their brief. By supporting each other, everyone wins.

10. Look after yourself: hydrate & recharge 💧

Exhibiting is an endurance sport. Remember to take regular breaks and drink plenty of water to keep your energy up. Don't forget there are water fountains located out on the main concourse, so make sure to bring a refillable bottle with you!

11. No eating on the stand 🍔🙅

We ask that you don't eat on the stand – this comes directly from buyer feedback who tell us it is off-putting. If you need to grab some lunch, let one of the DW stand team know and we can cover your stand whilst you head off to eat.

AT THE SHOW (continued)

12. Stay secure & vigilant

While the pavilion is a friendly place, trade shows are busy public spaces. Keep an eye on your personal valuables (laptops, phones, bags) and those of your neighbors. Let the DW team know immediately if you spot anything out of the ordinary.

13. Be the ultimate DW ambassador

When you are on our pavilion, you don't just represent your own brilliant business – you represent the wider DW community. Bring that famous DW positivity, kindness, and high energy to every interaction.

14. Scan everything & follow up fast

Don't let those hot leads go cold. Make sure you use the show's badge scanning tech diligently, and have a plan in place to follow up with your new connections in a timely manner after the show while the DW buzz is still fresh in their minds.

15. Lead with respect & polite positivity

We pride ourselves on creating an inclusive, high-vibe environment. Please treat every single person – fellow stand partners, show attendees, and event staff—with the utmost respect. We maintain a professional, welcoming atmosphere at all times, which means bringing polite positivity to every conversation and keeping the pavilion entirely free of bad language or inappropriate behavior. Let's keep the DW reputation shining!

POST-SHOW

16. Strike while the iron is hot: turn those conversations into contracts

The magic doesn't end when the show floor closes. Make sure to download your scanned leads immediately after the event. Reach out to your new connections in a timely manner while the DW Pavilion buzz is still fresh in their minds, and work your magic to turn those brilliant conversations into contracts! Connect with them on LinkedIn and remember that the show platform will remain live for a few weeks after the show.