maybe you’ve been attending “the national” for 30 years. Maybe this is your first show. Regardless, the Golf Industry Show comes with a set of rules that should be followed.

While these rules are unwritten, they can only benefit you should you elect to abide by them. These decrees originate from a veteran trade-show attendee who has broken a few of them himself and lived to regret his actions.

So, with my been-there-and-done-that-and-in-some-cases-won’t-do-it-again insight, I offer you this “do” and “don’t” list for next month’s big show at the Anaheim Convention Center.

**Do**

- Groom yourself to the max in the morning. Don’t show up to the show looking like a Neanderthal. Comb your hair, brush your teeth, etc. And shave! The “Miami Vice” look was only cool for about two months in 1984.
- Wear comfortable clothes and shoes. You’ll walk many a country mile before the week is over.
- Enter the convention center on an empty stomach. Eat breakfast, preferably a bagel, cereal or something else loaded with good carbs (not sugar-laden). You need your energy to cover this monster show.
- Turn off your cell phone before sitting down for a two-hour seminar. If you forget, we’ll forgive you — but just once.
- Ask questions after a speaker is done with his or her seminar. Show some interest. Make the speaker feel worthy. Besides, you might learn something.
- Treat convention center workers — from food-service personnel to bathroom janitors — with respect. Make them feel appreciated. In turn, they will remember your group for its politeness.
- Just spend your time on the trade-show floor hawking free stuff — hats, balls, posters, pens, etc. Make the rounds with the goal of meeting some new people and establishing some good leads on buying new equipment.
- Watch your mouth. At an event like this, where there are so many people within earshot, some things that come out of your trap can get you into a heap of trouble.
- Stand in the middle of a busy aisle on the trade-show floor talking shop with your pals. Get out of the way and let people through.
- Pace yourself. Don’t jam too many meetings into your day. Schedule appointments and allow ample time for each.
- Drink too much. You know your limitations; abide by them. Besides, do you really want to walk the trade-show floor with a Category 5 hangover the next day?
- Go out at night and enjoy yourself. Have a nice dinner and partake in good company.
- Leave Anaheim without feeling like you didn’t accomplish anything. Make it a goal to have a good show.

**Don’t**

- Refer to a colleague, whose name you do or do not know, as “dude,” “bud,” “bro,” “captain,” or “my man.” These “hip” designations are more insulting than charming.
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