

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.

■ *Don't* wear jeans. Even if you think they "look professional enough," they're not professional enough.

■ *Do* wear comfortable clothes and shoes. You'll walk many a country mile before the week is over.

■ *Don't* 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.

■ *Do* turn off your cell phone before sitting down for a two-hour seminar. If you forget, we'll forgive you — but just once.

■ *Don't* nod off during any seminars or presentations. This isn't study hall in high school. Stay awake and focus. Even if you don't want to get educated (which you should), show the speakers some respect.

■ *Do* 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.

■ *Don't* stare if you see a pretty woman on the trade-show floor. She knows you're gawking, and you're making her feel uncomfortable, especially when her gender is outnumbered 50 to 1 at this event.

A Do and Don't List for the Golf Show

BY LARRY AYLWARD



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■ *Do* shake hands with new acquaintances. And by shaking hands, we mean extending a sturdy arm, using a firm grasp and looking your counterpart straight in the eyes.

■ *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.

■ *Do* 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.

■ *Don't* 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.

■ *Do* 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.

■ *Don't* 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.

■ *Do* pace yourself. Don't jam too many meetings into your day. Schedule appointments and allow ample time for each.

■ *Don't* 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?

■ *Do* go out at night and enjoy yourself. Have a nice dinner and partake in good company.

■ *Don't* leave Anaheim without feeling like you didn't accomplish anything. Make it a goal to *have* a good show.

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