

Trade Show Suggestions



Key Questions when Exhibiting at Tradeshows:

*Why are you exhibiting?
Who is your target audience?
What messages are you trying to communicate?
What do you want to bring home with you?*

Key Objectives to take away from a Tradeshow:

*Increasing share of customer
Increasing market share
Positioning or repositioning
Enhancing your brand*

When looking at exhibiting at a tradeshow, one way of measuring your success is your total investment divided by your total number of QUALIFIED leads. Qualified Leads can be classified into three groups: A Leads (Ready to buy), B Leads (May buy later) or C Leads (Keep on mailing list for future). This information should be broken down and shared with your management within two weeks of the tradeshow.

Tradeshow Graphics should capture attention and be more like a billboard and less like a bulletin board. A good tradeshow graphic should state: Who you are, what you do and what you have to offer.

Promotional Products should be used for many reasons during a tradeshow. They can be used for brand awareness – get your name out there, booth draw – get them into your booth, and executive gifts – the ones that you keep in the back for the larger clients.

Selecting and Preparing the Right Staff

85% of your success as an exhibitor is in the hands of your staff

Characteristics of effective staffers:

- Product knowledge
- Approachable – friendly and welcoming - enthusiastic
- Professional – knows how to work the crowd
- Good listener
- Experienced in the process – reaches out and responds

Reach out and draw the attendee in – open up – be ready to communicate. You should spend no more than 3-5 minutes with people to create a good contact. You can always fall back on “I know your time is valuable and you have a lot to see so why don’t I call you and we can discuss this further”. A good successful exhibitor will even create a lead sheet with information they want to learn from potential clients or existing clients and walk around with a clip board and gather the information from visitors.

A good rule of thumb for staff ratio for a exhibit booth is two qualified staffers per 100 sq. ft. in the booth at all times.