

Tradeshow Tips

Get the Most From Your Trade Shows

If properly planned and executed, trade shows can be one your most cost-effective tools in reaching qualified prospects and developing leads that turn into sales.

Some helpful tips:

1. **Booth Review:** Does it relay your company's identity? Is the booth clean with appropriate graphics. Know your audience.
2. **Pre-Show Promotion:** Use direct mail to promote your trade show appearance to the show registrants and prospects. An incentive, such as special giveaways if visiting your booth, will increase traffic.
3. **Use Public Relations:** Utilize the free exhibitor listings published by trade magazines. Prepare press kits for the show press room.
4. **Handouts:** Choose these wisely. Do they relay your company's identity? Will they keep your contact information in front of your prospects. Are they a "match" to your targeted prospects.
5. **Train Your Event Staff:** Hold a pre-show meeting to inform your sales staff about the show's audience, your objectives, booth schedules and selling procedures.
6. **Lead Generation:** Develop a quick and easy method to obtain leads and contact information.
7. **Following Up:** Prepare follow-up packets letter templates BEFORE the show. Customize letters using a database. Track lead follow-up with the sales force. Be sure to follow-up within two weeks after the show.

Use Promotional Products To Help Ensure Your Trade Show Is A Success!