



**HIGH POINT**  
CHAMBER OF COMMERCE

## Trade Show 101

Regardless of your company size, trade shows and Expos provide an excellent opportunity to collect, qualify and make sales and build new and existing relationships.

### Why Exhibit?

Exhibiting allows you to get your product or service in front of a qualified audience. You have the opportunity to distribute literature, build your mailing and lead list and meet potential clients all in one day. Meeting potential new clients face to face is the fastest way to build new relationships. Media follows trade shows; this allows you extended opportunities for visibility. *\*"Learn how to make the Most of Trade Show Exhibiting" by Lee Filipe, Blake Tie Events*

### Pre-Show Tips for Exhibitors:

With the right attitude, you can turn a smaller budget into an asset. Take Monty Python and the Holy Grail as an example. With no budget to put King Arthur and his knights on horseback, the troupe banged together coconut shells to make a clapping noise, which became part of a running gag. More than thirty years after it was released, this classic has become a hit Broadway musical. Budget constraints forced them into creative thinking.

Here are three tips to give you a head start thinking creatively:

#### 1. Focus your efforts on the best-qualified attendees.

Before the show, plan your approach to the new customers you most want to acquire. Send them invitations and coupons to bring them to your booth. Then be prepared with the facts, ideas, and solutions they need.

#### 2. Replace expensive giveaways with information and personal attention.

Instead of handing out iPods, give your customers the gift of time and attention. In this economy, people value information that can help them become more profitable. Now is the time to offer free downloads of checklists, white papers, and other practical information.

#### 3. Reward your faithful customers.

It is always more profitable to keep an existing customer than acquire a new one. Make sure your customers are treated as the precious assets they are. The VIP treatment should include time and attention as well as any other premium or discount you may offer.

*\*Pre-show tips provided by The Trade Showcoach, Susan Friedman*

### Tips for Exhibiting

Your message should relate to a benefit people will receive by visiting your exhibit.

Ask your self, if some one past the booth, will they automatically know what products or services you provide?

Don't hesitate to use red, yellow or orange for banner signs. Even if the colors don't match your logo, theme, spots of these eye-catching hues can help emphasize your message and draw attention to the viewer's eye.

Starburst with special features or services gets people to stop and talk with you.

REMEMBER...attendees will usually not spend more than 20 seconds reading a copy block of words.... An effective message should be 8-10 words of copy next to a photo!

### **Give-aways**

Find give-away items that will tie in with marketing your message. Find something memorable. Please, don't leave promotional items piled on your table...easy for people to grab and run. Have a staff member give them away to people as a "thank you" for taking time to answer a survey or question.

Give-aways don't have to be expensive to be effective. Use your imagination!

### **Trade Show "Dos"**

- Do keep the exhibit as open as possible. This creates a more inviting space and will increase traffic to your booth
- Do display on 10-15 copies of each item placed at the back of your booth so attendees are encouraged to enter.
- Do take time to acknowledge every prospect who stops by. Engage them in conversation, ask for, and when appropriate, set an appointment or follow-up.
- Make sure you have assistance at the show. You will need a break as well as a chance to circulate!
- Dress professionally and make sure your team members do as well.
- Wear nametags.
- Jot down notes about each person you meet.
- The best way to create an instance message is to SMILE. SMILES ARE CONTAGIOUS!
- Use positive body language
- Greet visitors with a handshake

### **Trade Show "Don'ts"**

- Don't place tables and counters right on the carpet line. This keeps visitors in the aisle and acts as a barrier preventing prospects from entering your exhibit.
- Don't put out too many brochures on tables or counters. Keep brochures at the back of the exhibit, where seen, but must be asked for.
- Don't allow yourself to get tied up talking to people who stop by to sell you! Thank them for stopping, get their care and get back to servicing people who come to your booth.
- Don't stand behind a counter – it gives the impression that if a customer steps in front of the counter, the sales person will launch into a pitch. Always stand off to the side for a more approachable posture.

*\*Excerpts taken from "Learn how to Make the Most of Trade Show Exhibiting" by Lee Filipe, Black Tie Events*