

Prepare For a Successful Trade Show



Preshow details

- Determine your purpose and the best way to communicate your message. Research the event and competitor's previous tactics, and use this information to develop a strategy.
- Create buzz by doing preshow mailers, social media, advertisement or word of mouth. Invest in a unique giveaway. Think of something that people will find desirable, interesting, compelling, and exciting but also useful.



Engagement

- Ask open-ended questions to engage attendees. A simple "hello, how's your day?" is often effective because it allows the attendee to engage without feeling like they are being sold to.
- Find out what the attendees' needs are by asking questions.
- Have a raffle for a prize to collect attendees' information and increase foot traffic.
- The more people you attract to your booth, the more attendees will want to check out what's happening.



Working the booth

- Be conversational, not scripted. This approach puts the attendee at ease.
- Rehearse your pitch, keep it short but thorough so the attendee doesn't lose interest.
- Every interaction is an opportunity for a future sale. If you are unable to answer a question or provide specifics, get the attendee's name and question, and get back to them within 3-5 business days.
- Having candy, give-a-ways, or raffles at your booth is not a necessary add on however, it can work in your favor. If you choose to participate in these methods choose eye catching and tasteful items that will in turn draw attendees to your booth.



Follow up

- Prioritize your contacts and follow up with them within five days.
- Follow up with attendees whose questions you weren't able to answer at the show.
- Make follow-up meetings with promising prospects right away.
- Some shows provide lists of attendees. Have a plan in place when reaching out post show, to make the most of your time and money.
- Measure results of the show. The best way to do this is to document the names that you gathered and cross check those names with those you already do business with.
- Consider if the show was worthwhile. Weigh the pro's and con's and decide whether you should you attend again next year?

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