



## **MAXIMIZING TRADE SHOW RESULTS**

### **10 BEST PRACTICES**

#### **BEST PRACTICE # 1 Know Your Audience**

Establish a clear objective for your trade show giveaway. Consider having different promotional giveaways for the various types of visitors that will visit your exhibit.

Be prepared with special gifts that are reserved for your invited customers, branded promotional products for your qualified prospects and inexpensive branded promotional products for the casual visitor.

#### **BEST PRACTICE # 2 Trade Show Goals**

Why are you investing in this Trade Show? Once the show is completed, how will your success be measured? What role will your branded promotional merchandise play in helping you to achieve your goals?

Your trade show branded promotional items should be designed to increase your recognition, communicate a message, motivate an action, or promote your business.

#### **BEST PRACTICE # 3 Making the Right Choice**

There are a multitude of different promotional items you could consider for your trade show. An important criteria, often over-looked, is to consider which items will best suit your purpose?

Do you want it to enhance a theme, convey a specific message, or educate your target audience? Set a purpose to make your selection process easier.

#### **BEST PRACTICE # 4 Creating a Message that Works!**

When your trade show visitors leave the show and return to their work and home environment, how will your message be viewed?

Choose promotional merchandise items that naturally complement your company message and have the proper design and space to display your contact information so that it can be clearly displayed when your visitor wants to call you for business!

#### **BEST PRACTICE # 5 Budgeting for Success**

Trade show promotional items are available in a wide range of price points. Consider ordering at quantity levels that will assure you the best price.

Utilize additional promotional item inventory for other company events, both internal and external, where your company brand message can be reinforced or introduced.

#### **BEST PRACTICE # 6 Visitor Qualification**

Trade shows represent an opportunity for face to face interaction with customers, prospects and suspects. Remember, if you are at this trade show, chances are your competition is too, so this is the time to put your best promotional effort to work.

Customer gifts, stored out of sight, should be provided as a “thank you” for stopping by your booth. Qualify potential prospects by asking what their objectives are for the show before providing them with a branded message that will serve as a reminder of why they stopped at your booth. Don’t over-look the casual visitor! Sometimes these can become valuable prospects after the show. Make eye contact and offer to provide assistance before having them walk away with your branded message.

#### **BEST PRACTICE # 7 Pre-Show Marketing**

Make sure your customers and prospects know that you are waiting to see them at the trade show by sending them an invitation to stop by your booth.

Customer invitations should include a message that tells them to stop by for something “special” just for them (a thank you gift). Invitations to prospects should be more about what they will find out about your company that will help them to boost their company position. Let them know your qualified staff is waiting to provide them with some valuable information and a special gift just for stopping by.

## **BEST PRACTICE # 8 Getting a Second Chance**

Trade shows often do not allow enough time to fully discuss all of the benefits of doing business with your company. Consider utilizing branded promotional items that would require follow up from your company to gain a second chance at a face to face.

Trade show attendees often get bogged down with too much material to travel back home with. Consider providing branded promotional items that can be carried easily. Provide your customers with a Gift Card that can be used to redeem their gift of choice. Prospects can be provided with Gift Cards that require activation before redemption can take place. Activation can be as a result of a follow up call.

## **BEST PRACTICE # 9 Pay It Forward**

Let your trade show prospects know that you care about their business. Provide them with a take-away that can be used by them to give to “their” customers.

This trade show strategy will definitely make your company stand out from the rest. Provide a simple Pay It Forward concept by showcasing your own promotional items as Pay It Forward examples. Don’t give all of the details, just enough to gain their interest in how this works and more importantly, how your company can do this for them.

## **BEST PRACTICE # 10 Trade Show Puzzles**

Think of your trade show interactions and the branded merchandise you have utilized to carry your message as a start of a puzzle.

Don’t develop your trade show promotional budget with just that show or other shows in mind. Consider all of the aspects of contact with your customers, prospects and suspects over a long period of time. Having various branded “puzzle pieces” to provide with each interaction over a course of time generates interest in what comes next.