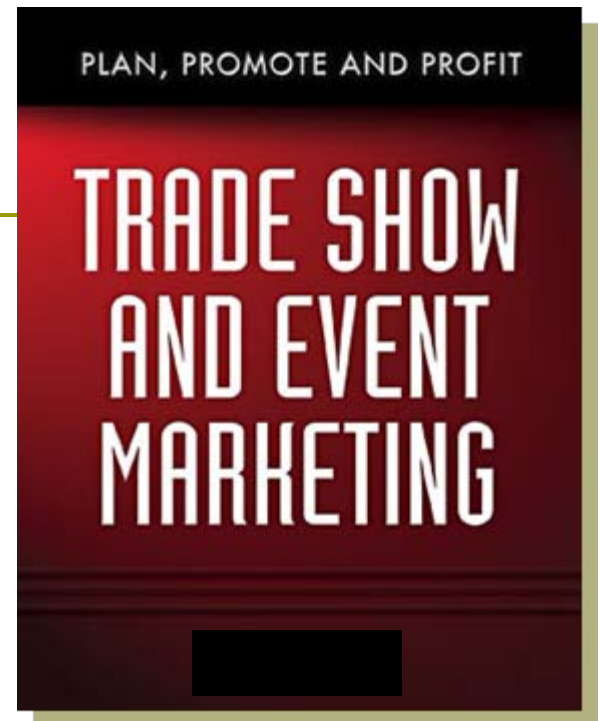


Trade Show Marketing

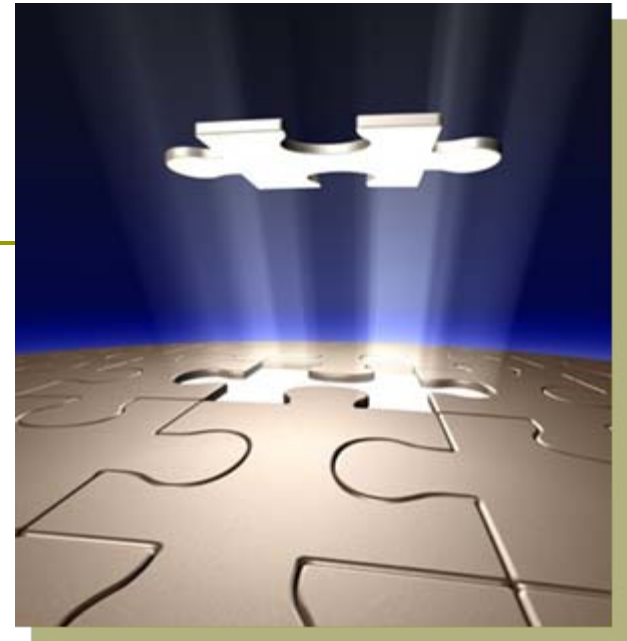
**Make the most of
Business EXPO 2009**

Keys to success.

- ❑ Trade shows are not stand alone marketing ventures
- ❑ Make your booth a part of your overall strategic marketing approach
- ❑ Have a plan – before, during and after the event



Be strategic.



What is your objective?

- ❑ Increase market share w/ existing users
- ❑ Introduce new product or service
- ❑ Make new prospects & contacts
- ❑ Don't try being all things to all people

Get noticed.

- ❑ Define your message
- ❑ Consider creating a theme
- ❑ Think “out of the box”
- ❑ Use imagination to create a unique experience
- ❑ Infuse color and life in your space
- ❑ Don't hide behind huge displays or tables
- ❑ Add interactive activities or demos
- ❑ Offer “useful” giveaways or drawings



Get them to linger.

- ❑ Think of new ways to communicate your message
- ❑ Don't block and tackle
- ❑ Have an open and friendly space
- ❑ Use large graphics and images
- ❑ Try using pictures instead of words
- ❑ Engage all the senses
- ❑ Ask visitors to your booth what they do and see how your business suites them



Be unique.

- ❑ Keep your **message** simple
- ❑ Insight curiosity
- ❑ Keep it memorable
- ❑ Eliminate sameness
- ❑ Create an experience not just a display
- ❑ Create dialogue and personalize the visitor's experience



It's all about them.



- ❑ Ask questions and engage your visitors
- ❑ Have visitors interact with product and/or staff
- ❑ Offer premiums that **they** will find useful and reuse
- ❑ Make it easy for your new prospects to reach you after the show

People are power.

- ❑ Plan enough staff
- ❑ Educate and prepare your staff
- ❑ Organize your materials
- ❑ Define tasks
- ❑ Project professionalism & enthusiasm



Follow-up.

- ❑ Capture contact information
- ❑ Send thank you notes
- ❑ Make multiple contacts
- ❑ Track prospect activity



Oh, no you didn't!

- ❑ Eating in your booth
- ❑ Talking on the phone, sleeping or having you back to the customers
- ❑ Removing shoes
- ❑ Accumulating trash or clutter
- ❑ Sitting down
- ❑ Crowding booth with too much staff
- ❑ Blocking entrance or traffic flow
- ❑ Looking/acting bored or disengaged



Survival Kit

- ❑ Tape - duck and scotch varieties
- ❑ Scissors
- ❑ Paper
- ❑ Pens and office supplies
- ❑ Stapler
- ❑ Hand sanitizer
- ❑ Business cards
- ❑ Comfortable shoes
- ❑ Clothes with pockets
- ❑ Paper towels and cleaner
- ❑ Facial tissues
- ❑ Breath mints
- ❑ Don't forget to order power

