



Trade Show Essentials

A Manual

Trade shows are a great way to raise awareness about your business in your community. You have decided to promote your business at this year's business to business trade show. You've got some ideas about promoting and attracting new clients but you're not sure how or where to begin. And you want to make sure that there's a return on investment. Follow Paul Murray's steps in planning the event, and you will feel confident that you haven't overlooked anything and you've devised a way to track your results. This e-Book is in workbook style that allows you to record your decisions as you make them. A must for trade show planning.

Trade Show Essentials

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Trade Show Objective

1. Why are you exhibiting?

2. Who is your target audience?

3. What is the message you want to convey?

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4. What do you want to get out of the show?

5. Vertical or Horizontal Market Show

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The Show

- 1. Your industry association trade show**
- 2. Is the show affordable?**
- 3. Does the show attract decision makers?**
- 4. How is the promoter advertising the show?**
- 5. Is there sufficient lead time?**
- 6. High traffic booths still available?**
- 7. Booth sharing partners - complimentary businesses or suppliers**
- 8. Advantages/Disadvantages**
- 9. READ THE TRADE SHOW AGREEMENT**

Feature Speaker

1. Volunteering as an expert speaker adds credibility to your booth

Ideas for topics:.

2. Media Release

Send to appropriate trade magazines and newspapers

Use Press Release format (*Appendix I*)

3. Booth sign featuring speaking information

Topic, Date/Time, Location, Benefit

4. Wear a SPEAKER'S ribbon

Are these provided by trade show organizers, or do you make one for yourself?.

5. Speaker handouts and samples

Be sure to have your contact information and booth number listed.

Hold till the end of presentation.

6. Speaking Points

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Pre-Show Planning

1. Invite who?

- Prospective customers
- Existing targeted customers
- Prospective new product customers
- Customers who purchased over \$ (amount)
- Include show invitations & notices in all regular mail outs, monthly bills, e-messages
- Give show passes to select clients

2. Invite how?

- Prospective customers via ads in trade papers & newspapers
- Personalized invitation by mail
- E-mail invitation with offer to redeem something at the show
- Deliver samples of new products with invitation

3. Give Aways

- Business card with code to open strong box at show for promotional item (e.g. web cam & headset for web sales calls)
- Draw at booth - dinner for 6 partners with local restaurant - each entry gets coupon (partner with suppliers/tool/software who have what you would like to win)
- Offer prices only applicable at the show.

4. What staff?

Who will assist in the booth? What lead time do they require? What briefing will they need?

Your Booth

1. Theme

Why come to my booth? What is the key message I want to convey?

2. Plan

- Location and design:
- Content:
- Table (round, inviting, small)
- Stools (keep you at eye level)
- Backdrop
- Skirt
- Corporate logo/colours make booth distinctive
- Banners
- Flags (motion attracts)
- Balloons
- Lighting (highlight product)
- Carpeting
- Plants (hide wires and act as partitions)
- Book shelves

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3. Tool Box

Have items that you will need for set up:

- Hammer
- Masking Tape/Duct Tape
- Adjustable wrench
- Vice grips
- Stapler
- Staple Gun
- Hand Pump
- Tacks, T-pins

4. Sales Materials

- What? Minimal/neat on display
- Story Board benefits visually displayed before/after
- Video - low volume, long playing or looped
- Give aways - tip sheet is minimum
- Demonstration - who & what?
- Photos help link to booth visit
- Pens/clipboards for draw material
- Carry bag?
- Benefit language - increase/reduce/save/enhance/etc.
- Size - 8.5 x 5.5 (2 to a page)
- Save expensive brochures for follow-up
- Lead tracking system

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5. Signage

- Ask question - is your coupon program satisfactory?
- Use power words - "NEW"
- Above and behind
- Testimonials
- Company shirts/hats/badges

6. Staffing

- Sales representatives
- Technical/supplier representatives
- Management
- Try for gender balance
- Work shifts - in booth, floor walking, rest/lunch
- Name tags - readable, right lapel
- Incentives/contest goals for each staffer

7. Confirmations

What meetings are booked?

8. Deliver

Deliver the goods - offer to deliver customers or potential clients brochures

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Show Time

1. Gather leads

Get business cards, newsletter subscriptions from participants

Be sure to get their name, address, phone number and e-mail address.

Record these for future use.

2. Connecting with participants

- Smile
- Face your potential visitors
- Listen and ask effective questions
- Offer your business card
- Evaluate each - client/potential client
- Exit strategy for non-potential customers

3. Work the floor

- Plan what other booths you want to visit

4. Stay till the end

There may be clients that have been waiting to the end to talk

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5. Your Plan

Good questions:

Booths to visit:

6. Your leads

Name	Address	Phone	E-mail

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Post Show

1. Weight all leads for follow up

2. Assign follow up

3. Process new orders immediately

4. Thanks to all booth attendees

Include picture with president/celebrity shaking hands.

5. Book sales appointments with new prospects

Follow up show leads offering show special pricing.

Application ideas on how to make/save money on new products

Referral program for "Promoter" class customers

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Financial Evaluation

1. Costs

- Entry Fee:
- Promotion:
- Manpower:
- Travel:
- Meals:

Total:.

2. Revenue

- Show sales:
- Show orders:
- Leads closed:
- Leads estimate:

Total:

3. Time

How long did it take to recover the cost?

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4. Return on Investment (ROI)

Revenue - Cost = ROI

Show attendance / Booth attendance = _____%

25% Hear 55% Hear & See 85% Hear, See & Participate

5. Buying Cycle

- Awareness
- Purchase Motivation
- Product/Service Acceptance
- Brand Preference
- Purchase Transaction
- Customer Satisfaction

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Conclusion

Most of all, it's important that you enjoy the experience. Take care of yourself:

- Get lots of rest beforehand and in-between;
- Make sure you make time for healthy meals;
- Hydrate yourself. Keep a water jug handy;
- Be careful of your alcohol intake.

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Appendix A - Press Release Format

Press Release	
For Immediate Release:	Contact:
Date:	
Headline:	
Body:	
<p><i>Your Company Mission & Other details such as location, contact info.</i></p>	
<p>###</p>	