

Giving Stuff Away For a Reason

When you are exhibiting in a trade show, it is important to fill your exhibit with visitors. For some staff, one way to keep busy at a tradeshow is to give out high quality promotional items for no apparent reason other than an attendee was walking by.

However, it is much more important to fill your exhibit with the “right” visitors, ones that have been pre-qualified as high potential customers.

One of the most effective pre-show promotions you can use to attract visitors by sending them a gift before the show. Well actually, *half a gift*.

What you want to do first is to assemble a list of qualified clients who will be attending your next tradeshow. Then, send them a portion of a gift that they will receive if they visit your exhibit at the show. Of course, when they do visit your exhibit for the other half of your gift, you will be ready to demo your products to them.

Depending on the location and type of industry, the possibilities are endless.

For example, you could send your clients:

- the case for a pair of sunglasses,
- the outer package for golf balls,
- the case for a quality pen,
- a lanyard for a USB drive,
- a bookmark for a book.

The key here is that you are investing very little in sending out an empty case or box. However if it gets a qualified attendee to visit your exhibit, it is well worth the investment.

Done right, this idea will save you money and increase your sales!

About the Author

Brian Keobke, CME, is Senior Exhibit Marketing Specialist for The Portables, Canada’s largest exhibit and graphics company. Brian is a Certified Manager of Exhibits (CME) and a 17 year veteran of the tradeshow industry. Brian consults, develops and trains companies and their staff in the art of effective tradeshow marketing and exhibit design. Brian’s articles have appeared in newspapers and magazines across the country. To receive additional articles or to book an in-person seminar, please call 1.800.663.1737 or email displays@theportables.com. Articles also appear online at www.theportables.com.