

INCREASING BUSINESS AT TRADESHOWS

If you are exhibiting at a tradeshow, you want to make sure your customers know you are going to be there and that they will visit your exhibit. Following are some easy steps that will help your customers find out about your exhibit and entice them to visit your display.

Be a Sponsor

Many tradeshows will offer you the opportunity to sponsor events. You may not be able to afford to be a "title sponsor" but there are many other smaller activities you can get involved with. These might include sponsoring a Golf Tournament, Coffee Break or Reception.

Be a Speaker

If you are considered an "expert" in your industry, you may be able to present a seminar or keynote speech at a breakfast, lunch or dinner event that will be of interest to your industry.

Pre-Show Mailer

You have to let people know you're going to be at the show! One of the most effective ways of informing them is with a pre-show mailer that invites them to stop by your display and redeem the mailer for a free gift.

E-mail

Once you have decided to go into a trade show, all outgoing e-mail should contain a statement at the bottom that reads "Make sure you visit us at booth number 513 at the manufacturing show and see our latest products before anyone else".

Sales Calls

Every salesperson while doing prospecting should mention your show participation. This way, even customers who are not currently interested in your services may stop by your exhibit. They should also make a concentrated effort to contact all of their current customers and invite them to stop by and see what is new. Major clients will also want to book an exact time to get together and spend time with any of your company's management team that may be attending the show.

Postcards from the show

If your customers are not attending the trade show, an effective strategy for getting after show appointments is to send them a postcard. The text may be something like: "Hi Jim, I just wanted to let you to know that I'm attending the manufacturing show in Chicago this week. When I return home I can tell you all about the latest trends and products in the industry." Sending this type of card from the show will set up a level of anticipation for your call and a positive response to booking a meeting when you return home from the show.

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.

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