



The 7 Tenets of
Planning & Producing
a High Profitable

Trade Show



TRADESHOW WIZ



READY FOR A PROFITABLE TRADE SHOW?

You have taken on the very first step towards increasing your return on investment at your next trade show.

Trade shows can get your company in front of more prospects and can be a highly lucrative profit source for your business.

Fill your next exhibit booth with a flood of highly qualified prospects. Learn how you can create the Secret Sauce for your next trade show exhibit and get more traffic which will result in more leads.

Magically turn Trade Shows into Dollars!



TENET 1 | DEFINE YOUR OBJECTIVES, GOALS & TIMELINE

What is the purpose of the trade show? What is your objective for attending?

Setting measurable objectives before the event and stick to them to make your trade show experience an investment that pays off and pays off BIG! Be sure to develop an adequate budget and sufficient timeline to achieve your objectives. Seek outside professional tradeshow assistance whenever you feel uncertain about any aspect of your planning or preparation.



TENET 2 | THEME IT!

Relate your company or sales pitch to a theme. It doesn't have to be elaborate or expensive; it just has to align with your brand and its message. For example, if your company sells coffee, you could have a coffee shop theme, complete with staffers dressed as baristas, and lattes made to order. Another fun and creative way to stand out from the pack is to tie your theme to your company's geographic location. A crawfish theme for a Louisiana-based company would not only attract more visitors, it would also generate tremendous buzz.



 **TENET 3 | PROMOTE EARLY**

Think 1,000 people will walk past your booth? Think again. Define who you want to connect with at your exhibit and target them specifically.

Getting the right kind of traffic to your booth starts before the trade show with pre-show activities such as newsletter, email campaigns, social media postings, videos and by using social channels like Facebook Live or Instagram where you mention your booth number and location of the trade show. Creative direct mail pieces to target prospects and create an air of exclusivity.

 **TENET 4 | SET UP YOUR STAFF FOR SUCCESS!**

A well-trained staff is essential to an attendee having a positive experience of your brand at the trade show. Your staff is the No.1 thing people will remember about your exhibit, not spectacular graphics. Make sure your staff fully understands your brand, its message and unique points of difference and agrees with your trade show objectives before event day. Offer on-site refreshers on establishing rapport, manners, and your trade show objectives.

★ TENET 5 | TRADE SHOW NECESSITIES

Trade show swag, color scheme, and giveaways must complement the uniqueness of your company brand and its recognizable signature. Giveaways provide a valid reminder of your brand. If you do use a giveaway, think critically about how that item represents your product, service for your company

Branded swag such as Journals, Microfiber Clothes, or Totes are effective reminders of your company's name and logo. Carefully think about how an item will represent your product, service or brand.



★ TENET 5 | TRADE SHOW NECESSITIES

When exhibiting think about your booth does it need an update? Retractable banners, graphics, branding, games, virtual reality, digital signage, etc. can be effective tools to drive traffic to that booth.

Go beyond sound and vision. Appeal to all five senses. For example, real estate agents know that the scent of home-baked cookies can evoke sentimental emotions and promote sales. You may wish to consider this approach if your company sells kitchen appliances. Free cookies can't hurt either!



TENET 6 | ENGAGE THE AUDIENCE

Your staff must be professional and vigilant in their pursuit of each lead. Typically, your booth staff will have only eight seconds to attract a customer's attention.

Thus, every person who visits your exhibit browses a brochure or grabs a giveaway must be engaged and treated as if they were the CEO of their company. After all, they just might be. Not following the Golden Rule of "treating others as you would like to be treated" can make or break your trade show.



TENET 7 | FOLLOW UP!

Have your staff keep good notes on what the lead was interested on the buying timeline, and purchasing credentials will help identify leads as hot or cold. Keep in mind that the follow-up process starts on the show floor by qualifying your prospects properly and organizing their information immediately. Best case is to schedule appointments directly from the show floor.

Hot leads need to be followed up on immediately.

TENET 7 | FOLLOW UP!

Following up in a short amount of time is crucial. Prompt, personalized and helpful follow up touches will lead to more sales. Organizing your leads into categories based on importance will help you prioritize and get the most ROI from your trade show investment. Don't leave thousands of dollars on the trade show floor long after the the trade show lights go dim.

But most of all, don't let those leads magically disappear.

MAGICALLY EXPLODE YOUR PROFITS FROM YOUR NEXT TRADE SHOW!

Working with a professional consultant will get you results at your trade shows and it will...save you time, money and deliver concise clients to your business. Working with the right team that has the right expertise that will get you there faster than doing it on your own.

Click the button below to receive a free 30-minute consultation.

Or call us at (225) 767-8762.

**GET YOUR FREE SESSION**

Trade Show Wiz founder Evelyn Flynn has been in the promotional advertising business for more than 3 decades. She has helped hundreds of businesses brand themselves and create that all-important buzz which results in more prospects, more clients and more money.

Her team thrives on learning what sets your business apart from the others, and creates multi-faceted customized marketing packages that deliver measurable results.



EVELYN FLYNN

Owner, TradeShowWiz

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