

## Tradeshow Tips

### Get the Most From Your Trade Shows

If properly planned and executed, tradeshow can be one of your most cost-effective tools in reaching qualified prospects and developing leads that turn into sales.

#### Some helpful tips:

- 1. Booth Review** - Does it relay your company's identity? Is the booth clean with appropriate graphics. Know your audience.
- 2. Pre-Show Promotion** - Use direct mail to promote your trade show appearance to the show registrants and prospects. An incentive, such as special giveaways if visiting your booth, will increase traffic.
- 3. Use Public Relations** - Utilize the free exhibitor listings published by trade magazines. Prepare press kits for the show press room.
- 4. Handouts** - Choose these wisely. Do they relay your company's identity? Will they keep your contact information in front of your prospects. Are they a "match" to your targeted prospects.
- 5. Train Your Event Staff** - Hold a pre-show meeting to inform your sales staff about the show's audience, your objectives, booth schedules and selling procedures.
- 6. Lead Generation** - Develop a quick and easy method to obtain leads and contact information.
- 7. Following Up** - Prepare follow-up packets letter templates BEFORE the show. Customize letters using a database. Track lead follow-up with the sales force. Be sure to follow-up within two weeks after the show.

**Use Promotional Products To Help Ensure Your Trade Show Is A Success!**