



Entrepreneur Incubator

Reference Article

Tips For Exhibiting At Trade Shows

Many businesses find that trade shows can be one of their best sources of business. While there are no guarantees that you will have a profitable show, there are a number of things you can do to get the most out of your exhibition.

Prepare a professional stand

Your stand creates the first impression of your company and product. It is worthwhile to spend the money on professionally printed signage and flyers. Make sure that you have enough handouts and have them prepared well in advance of the show. Also, make sure your product works and that you have a good stock of samples.

Do pre-show promotions

Experienced exhibitors start marketing well in advance of the show. If you hope to compete with them, it is a good idea to do some pre-show promotions. This can be as simple as inviting important customers and prospects to visit your booth at the show. You can also send out announcements in invoices and newsletters.

Play to the crowd

The best way to draw a crowd is to involve people in an experience. Try to build a level of interactivity into your stand. Product demonstrations are also crowd pullers but make sure that these can be viewed by more than one prospect at a time. Plan your stand so that demonstrations take place on an elevated platform or screen demonstrations using LCD screens or projectors. An inexpensive gimmick or give-away is also a good idea. Novelty items are always a hit but even something as simple as a large bowl full of bite-sized chocolates can win your customers.

Take notes

While you can sell products at tradeshow, the real benefit of exhibiting is the excellent networking opportunity it offers. Be prepared to have dozens of conversations, which you must treat as invaluable sources of leads for future business. A good way to remember who you spoke to and what about is to write comments on the backs of business cards as soon as you receive them. Be sure to write clear notes that will make sense to you later on. Keep your word and follow-up on all leads to get the maximum benefit from your exhibition.

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