



HOW TO MAKE THE MOST OF YOUR ATTENDANCE

SHOW GOALS

Reasons to attend

It's an opportunity to ...

Introduce your company to the market

Present new products

Support existing customers

Generate new leads

Network and collaborate with others

Write new orders

ADVANCED PREPERATION

How to do your homework

1. Research the show

Know the show market

Know what other vendors will exhibit

Know what you need to exhibit

2. Determine Cost

Create a Budget for:

Exhibition Stand

Drayage/Material Handling

Transportation

Staffing

Lodging

Talk to others who have exhibited to get a ballpark figure

Take advantage of "early bird" discounts

3. Determine Staffing

How many people will you need to man your stand? (Do you need to order additional exhibitor badges?)

Who are those people? (Take your friendliest staff)

Do you have rep agreements to honor?

4. Make travel arrangements

Airline reservations

Hotel reservations

Automobile rental

SHOW MARKETING

What to do before, during and after ...

1. Pre – Show Marketing

Send a HTML/email to existing clients and publications with an invitation to visit your stand

Call potential leads

Add taglines to your invoices, emails and post on your website

Send press releases to media outlets

2. Show Marketing

- Prepare a media kit for distribution
- Host and/or attend after-hours gatherings
- Network with buyers
- Include your stand number on all literature
- Pick up available literature to see what's happening at the show
- Consider a clever "giveaway" or other promotion
- Wear your company tag/name tag at all times
- Remember, the friendlier your staff, the better your chances of selling more!

3. Post – Show Marketing

- Follow up on all leads
- Maintain media outlet lists
- Use media contacts made at the show

4. Advertising

- Free advertising – take advantage of all opportunities
- Paid advertising – know what you are paying for (add your flyers and/or product samples to the exhibition goodie bags)
- Co-op Advertising

5. Tracking Sales

- Code and Track
- Create databases and use to follow sales
- Ask the right questions ... "How did you hear about us" ... in phone calls, on website, in person

LOGISTICS

Planning and setting up your stand...

1. Stand Design

- Know your needs and show requirements for:
 - Electrical
 - Lighting
 - Signage
 - Carpeting
 - Pipe and drape

Be sure to add enough color to your display

2. Transportation

- Decide on personally-owned vehicle (POV) or common carrier
- Shop around for the best price
- Schedule trucking in advance
- Know the show delivery procedures (deliver to warehouse or show)
- Determine best packaging method (crate, blanket wrap, or carton)

3. Set – Up & Break down

- Read the Operations Manual
- Arrive early enough to get set up
- Expect the unexpected
- Be prepared to empty and repack quickly
- Verify freight pick-up during show





TOOLKIT

What you might need to take with ...

Logo/Signage(banners & posters)	Screwdriver
Chair	Ruler, Tape measure
Lights, extra bulbs, extension cords, 3-way power strip	Scissors
Laptop	Rubber Bands
Price signs, Acrylic Uprights	String
Business cards	Paper/Plastic bags
Catalogs	Carpet, Electrical, Duct/Scotch Tape
Notepads	Curtain/ Draping hooks
Pens, Pencils, Markers	Paper clips
Calculator	Hand stapler
Name Badges	Utility knife
Exhibition documents & maps	Paper Towels
Cash, change, check book	Hardware Wrench
Hammer	Clamps
Brads, Thumbtacks	Socket set
Safety Pins	Zip ties
Glue	A list of contact numbers for your suppliers
Touch up paint	A copy of the Operations Manual

DURING THE SHOW

What you need to do ...

1. Exhibitor Decorum

Show up and be prepared to represent the exhibition and your company well:

Dress appropriately

Do not eat or drink on your stand, especially when clients are walking past

Watch your language

Act ethically

Be punctual

Respect stand boundaries

“Move it or lose it” (stock)

Respect your neighbors

Know your products and terms of sales

Live up to perceptions about the exhibition



2. Stress Management

Take breaks but make sure your stand is looked after

Walk the show to know what's on display

Get enough sleep

Eat meals on time

Drink enough fluids

Wear comfortable footwear (have more than one pair)

Relax and smile ...

3. Debriefing

At the end of every day, gather your sales reps for a 10 minute wrap – up to help you prepare for the next day

4. Cards/Leads

Be sure to collect business cards. These are invaluable leads.

AFTER THE SHOW

What you need to do ...

1. Follow Up, Follow Up!

Retrieve Leads (Paper or CD)

Send Thank You notes to existing and new clients

Contact potential leads via email/phone

Continue to follow up on leads

Keep on top of media kits, releases, etc. to help with future shows

CONCLUSION

Be true to yourself but remember that you represent the entire industry

Don't expect too much of yourself or the show

Don't forget to have fun!

