

How to Get More From the Expo

Professional-Looking Display

You don't have to have the biggest booth on the expo floor to attract attendees. But you do need to have a display that lets expo attendees know what you are selling. Expo banners/signs, photographs of products used in the display should look professional.

Have Enough Literature/Handbills To Hand Out

Have brochures or other handouts printed in good quantities to handout at the expo, and have them prepared well in advance. If you wait until the last minute, you'll wind up paying for unnecessary rush charges. Take the time to make sure your literature tells your whole story and any incentives you have to attract expo attendees to your business.

Have a Product to Offer

You must look at the products you intend to offer. Make sure they are displayed in a manner that gets attention. Keep them clean at all times. No dust, handprints, dirt, smudges, etc.

Take Advantage of the Show Today!

Good trade show exhibitors don't wait for the show to start to try to see customers and make new contacts. To help get the most traffic at your booth, send out mailings, special announcements, discount offers before the show inviting your customers and prospects to stop by your booth at the expo. If you are running an ad schedule in local media, tell your customers you'll be at the Big Boys Toys show a couple of weeks before the event. Even call your important customers and prospects and set appointments to meet with them at the expo.

Use Promotions to Attract a Crowd

The goal... attract the most people to your booth. Promotion giveaways or gimmicks don't have to be big or elaborate. You can use samples of your product, trade show bags with your logo on it, novelty items such as key chains, pencils, pads of paper with your company and product name can be good too. Even a large bowl full of bite-sized chocolates or hard candies can bring people to your booth. Use your imagination!

Make Notes When Meeting People

You will meet, greet, and have conversations with dozens of people during a trade show. Many of them will give you their name or even a business card. To help you remember what you talked about or why you saved their business card is to jot a note about what you talked about on the back or on a note pad while you're at the show. This way when you return their call you'll be able to pick-up where you left off by remembering the conversation.

Train, Train, Train your Booth Personnel

Choose your expo booth staff carefully. Be sure they know your products/services, how to deal with the public and how to communicate. Make sure they smile and are courteous at all times. Even take the time to role-play someone coming to your booth, it really helps!

Play to the Crowd

If booth personnel are tied up giving a demo to one or two people, and that demo can't be seen by other passersby, you limit the number of potential leads and customers you will attract. Plan demos so more than one prospect at a time can view them. If at all possible, use TV monitors, projection screens, or large screen computers and have demos done with the demonstrator facing the audience or the aisle of the expo.

Expo Follow up

The expos over. Following up on all the leads generated is critical to your success. Within a week after the expo, follow up with information to those who stopped by your booth. Don't wait a month or two to get around to it. Timing is critical! Hot prospects are not going to wait and might become a customer for one of your competitors.