



Trade Show Exhibit Success

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Your trade show display is one of the most important aspects of your trade show presentation. Just being there isn't enough to make attending a trade show worthwhile. You need to have a trade show booth that's going to draw and engage potential customers and contacts and your trade show display will play a big part in determining if your trade show experience is worthwhile. Here are some trade show display tips:

Design Counts

The average trade show visitor spends less than three seconds looking at your exhibit so design must grab their attention quickly. Make sure your display is organized avoid complex explanations or elaborate descriptions of the company; instead, focus on messages that will prompt visitors to stop at your booth, where you can explain everything they might need to know. Allow ample time before the show to create the proper artwork.

Pull a crowd to your trade show booth.

Use an interactive display, such as a quiz or game on a computer, a contest draw, a scheduled demonstration; it doesn't need to be fancy to draw people's interest and get them to cluster around your trade show display rather than the others.

Have a stock of promotion items that you can use as giveaways at your booth.

Small items that people can take away and use (while being reminded about your business) are best. Be sure you place these items in a location where people will have to walk into or through your trade show display to get them.

Use a prize draw or contest.

Having some kind of prize draw or contest is a great way to collect contact information from booth visitors. You can give away promotion items to encourage people to participate.

Make it easy for booth visitors to get information.

Use signs in your trade show display to give information about prices, minimum orders, shipping costs, or any other basic information they might need to know, to save them the trouble of having to wait to ask when you're busy with another potential customer.

Make sure you have plenty of promotional literature on hand.

You'll want to have a good supply of color fliers and brochures as well as order forms, price sheets and business cards that you can hand out to booth visitors so it will be easy for them to find all the information they need about your business later. You should also have a press kit prepared for the trade media.

Be ready to do business.

Be sure you have a good supply of order forms, pens, credit card slips, or anything else you need to conduct sales and keep track of people's orders.

Have your trade show booth manned at all times.

Someone has to be there to greet browsers, engage them in conversation, and take their questions. If you can't be there every minute the trade show is open, you'll need to have at least one other person help man your booth.

Actively engage trade booth visitors.

Give people who approach your trade show display a friendly welcome, and let them welcome their questions. Be sure your body language is friendly; don't stand there with your arms crossed over your chest, for instance. "Chat" with booth visitors, and find out what aspect of your business they're most interested in. Be prepared to offer specific solutions to their questions. The trick is to draw them in without intimidating or overwhelming them.

Follow up promptly.

Send out email, regular mail, or make the phone calls to follow up on the contacts and leads you made during the trade show as soon as possible. The faster you send them out, the more your business will stand out from the rest.

Trade shows can be incredible sources of contacts and customers for your business - if you choose your trade show venue carefully and plan in advance to have a successful trade show experience.



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