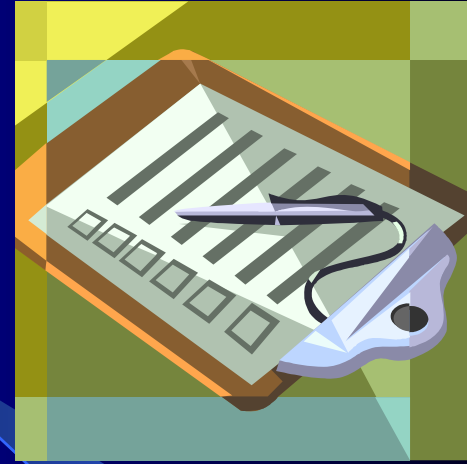


Exhibiting Like a Pro



*Master Promotions Guide to Help
You Make the Most of Your Trade
& Consumer Show Experience*



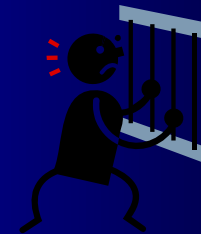
Reading your exhibitor manual will save you money, time & frustration. However, we realize you might not have time to read it cover to cover.

Here's a list of the top ten items contained in the manual that you NEED to complete to make your exhibit experience successful.

- **Send in your exhibitor badge form NOTE DUE DATE**
- **Complete your insurance certificate YOU WILL BE ASKED FOR PROOF**
- **Order furnishings, signage, electrics, etc from the show contractor in advance THEY COST FAR MORE IF YOU MISS THE DEADLINE ON THE FORM**
- **Arrange to ship your exhibit to and from the facility and keep track of your paperwork**



- **Assign a customs broker to get your exhibit and exhibit material through customs. YOUR BOOTH IS USELESS IF IT'S LOCKED IN BOND**
- **Assign and schedule your booth staff and give them a copy of this manual that we provide. THEY WILL BE MORE EFFECTIVE AND CONFIDENT IF YOU DO**
- **If your particular show offers visitor registration forms or discount coupons, be sure to enroll your premium customers for these limited, value-added items.**



- Check to make sure balance of booth space has been paid for.



- And an honorable mention goes to the soundest advice that will ensure maximum sales!

JUST SMILE! 😊



The Guide

- **In today's competitive marketplace, the one thing that will make your company stand out from the rest of your competitors is your biggest asset, your staff.**
- **Your frontline staff are the ambassadors for your company, making the first impression on potential customers. That first meeting can make or break a successful business relationship**
- **This guide will provide you with priceless information, gathered from years of experience and resources, to make your experience at one of our Trade Shows the best that it can be.**

Smart Exhibiting

Develop a show strategy outlining your objectives and focus, such as goals for **leads** to **sales conversions**, how to **heighten brand awareness**, **customer acquisition** and **retention**, and an integrated **marketing plan** that ties in with the show

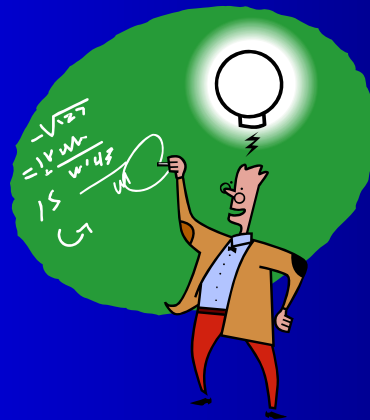


This should address questions like:

- *What do we want to accomplish by exhibiting?*
- *Why is this important to our overall marketing strategy?*
- *What can we do to stand out at the show?*



The magic formula to assist
your staff to perform at their
peak is simple as the Three
P's:



P: Plan- ***There is nothing worse than sending an employee to represent your company if they don't want to be there. So, that is your first step.*** Plan well in advance, who and when, your employees will be manning the "battle station." Make it convenient for all involved.





P: Prop- Give your team something to hold onto. Clipboards, surveys, pens, brochures, anything to keep their hands out of their pockets and not looking uninterested, and at the same time generating leads.

P: Practice- During the planning phase prior to the trade show, engage in role-playing exercises. At this time make note of poor body language, such as the military stance, slouching, chewing gum. Practice a stance and approach that feels comfortable, natural and welcoming to an attendee



Is your front-line staff prepared?



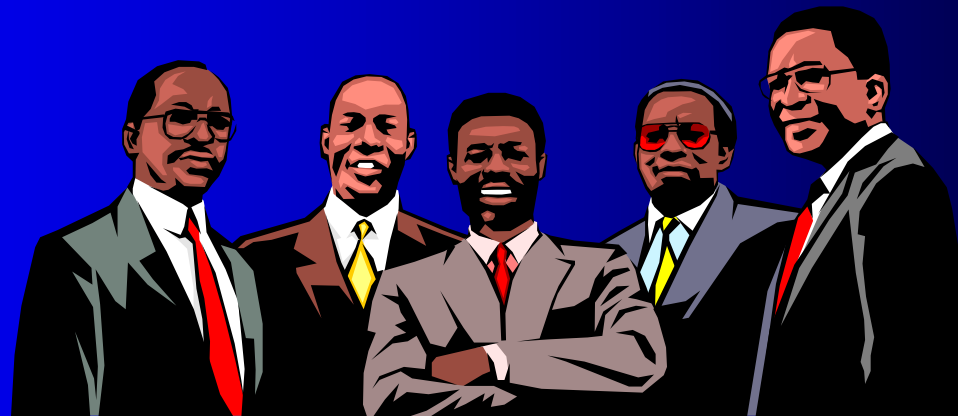
- Does the staff member understand your show strategy goals?
- Make sure the employee is confident enough to engage in face-to-face dialogue
- Are they prepared to sell in this unique environment?
- Have you provided them with the right tools for them to achieve the goals that have been set out?

The Right Way to Ensure Exhibiting Success

- Create the type of atmosphere that is warm and inviting, so that visitors don't feel rushed to leave your booth.
- Be creative with your booth design; make it interactive, with great lighting and descriptive signage, and when appropriate, be bi-lingual
- Look for the legitimate sales prospects and avoid wasting time on so called "tire kickers"



- Develop a low-key technique to make first contact, and then ask the right questions.
- Learn to ask powerful questions that will help educate and identify sales potential
- Have a professional and prepared team on site that can professionally market your product to the masses.





Have an irresistible offer or an attraction that will draw attendees to your booth, i.e.: a new prototype, an exclusive show-only offer, something along those lines.

Be enthusiastic, believe in your product, and make your potential customer excited as well.

\$\$ Be Prepared to Sell \$\$

Remember, this is why you came to the Show in the first place!



Contacts

Price Lists

**Be prepared to take payments
and deposits**



Have receipts on hand to give your customers

**Have an appointment book handy to book future
meetings with potential customers**

Have plenty of business cards and company brochures

**Provide samples of your products. People like to see
and sometimes touch, what they plan on buying**

Final Checklist

Now is the time
to dot the "I's"
and cross the
"T's"



- **Bring your event staff together for a final meeting before you depart to take care of final details, confirm booth schedules, and answer any last minute questions and review the plan of action.**
- **Be sure to discuss proper dress code and review body language and approach.**
- **Call your event manager to confirm all of your materials and booth have arrived and are waiting for you.**



Confirm your travel plans including transportation once you arrive at your destination. It is a good idea to call the hotel to verify your room requests.

Change your voice mail and email message to let people know you are out of town and when they can expect you or someone else to get back them with a response, if you are local, direct them to the event.

***** Bring with you business cards, meeting calendar or laptop, extra pens and pencils, writing tablets, expense report forms, post-it pads, lead cards, itinerary, registration packet, and be prepared to DO BUSINESS*****

In Conclusion:

A Trade or Consumer Show could be your best sales tool of the year, but it's up to you to make it the best that it can be!

If you have any questions about any aspect of your trade show experience, please contact your show manager! We thank you for your continued presence in our events and wish you "Happy Sales!"

