

How to get people talking about your Tradeshow Exhibit



BEFORE THE SHOW

Make the most of your trade show investment by planning.

Set Goals

What are you trying to accomplish from exhibiting in the show?



Setting goals will help you stay on the right path!

Build a Buzz

Drive traffic to your booth using Facebook, LinkedIn, Blogs, and websites to build excitement. Send out teasers before the show...

You can **triple trade show booth traffic 3x** by including a promotional product in pre-show mailings.

Make a Checklist

to make sure you are prepared and that you look professional.



AT THE SHOW



To help drive traffic to your booth, **tweet or text message** time-sensitive discounts.

ex. "The first 100 people to stop by our booth will receive a free t-shirt."

Display something unique that will grab peoples attention - even if it isn't something directly related to your business - make it fun or interesting to drive traffic to your booth. Once they are there, make sure you **touch all 5 senses** so they remember you!

SIGHT



Make sure your booth is well organized, welcoming and makes people feel comfortable.

TOUCH

Put your product where people can touch it or hold it to make a sensory connection.

TASTE



Candy, food, or beverages will help to bring people into your booth. Add your logo to the item for more impact!

SMELL

Smell is perhaps our most subtle sense. A pleasant smell will have an impact on their overall experience and will make them feel welcome.



SOUND

Add a little background music to your booth to make visitors feel more comfortable.

66% of attendees rate their booth visits as extremely valuable in evaluating or comparing offerings for future purchases.

AFTER THE SHOW



Follow-up Follow-up Follow-up! Right away. Don't let their interest fizzle!

- Build a list. Be sure to include the email address as well as cell phone numbers of your new contacts!
- Follow-up with customers who were not able to attend the show - it will give you a reason to call!

Save 45% Average cost to contact a prospect in the field\$308
Average cost to contact a prospect who visited your trade show booth.....\$212
About 45 percent less