

# 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.



- Booth & Signage
- Logo Shirts
- Printed Materials
- Laptop / iPad / iPod
- Set Up Supplies
- Handouts for Booth

## 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

