

# TOOLS TO ROCK YOUR NEXT TRADESHOW

Promotion, Marketing, and Display Guide for  
Tradeshow Exhibitors

*Event Marketing*

*Booth Planning*

*Traffic Builders*

**2014**



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your next tradeshow

Do you have the tools it takes to make your next tradeshow or event exhibit a success? Are you maximizing the investment you make in tradeshow to get the best returns possible?

Continue reading to discover how you can draw more traffic to your booth, turn booth traffic into meaningful interactions, and create more leads and opportunities out of each and every tradeshow!

## PRE-EVENT MARKETING

**FACT: 76% of tradeshow attendees arrive with an agenda of who they would like to meet with** (Source: Center for Exhibition Research)

Advertising your presence before the event and providing benefits to visiting your booth (in-show specials, special giveaway or drawing, product demos, etc) ensures attendees will make the time to visit your booth and come with an objective in mind. If possible, start your pre-event marketing up to two months before the event for social media, with direct contact to attendees beginning at least 3 weeks before the event.

### Effective Pre-Event Marketing Tactics:

- Send a physical invitation to tradeshow attendees 3 weeks before the event. Make a lasting impression with attendees with a clever invitation, like this post card printed with seed paper (plant it and the paper dissolves as the plants germinate) with a message like “Learn how we can help you grow your business”
- Is the event advertised on social media? Contribute to the conversation, including the event’s hashtag (Twitter) or tagging the event’s Page (Facebook) advertising your booth number and why visitors should come see you.
- Advertise the event (with your booth number) on your website and social media channels to invite customers and prospects to meet with you. If you can obtain a list of tradeshow attendees, establish LinkedIn connections with your hot prospects and current customers and set up meetings at the event.
- Whenever possible, set up appointment times for attendees to visit your booth. Keep track of this schedule, give it to everyone who will be working in your booth, and send reminders 1 week before, and again the day before the start of the show to attendees.



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## ON THE SHOW FLOOR

### Make Sure Your Staff:

- Knows the layout to your booth for efficient set-up
- Knows the layout of the show floor, including other special events, other exhibitors, where attendees can find amenities (maps are helpful!)
- Is outfitted in comfortable, but professional, attire (matching button-up or polo shirts with your logo are strongly recommended!)
- Has a schedule to alternate for breaks, meals, or any other time away from your booth
- Is presenting themselves professionally at all times: no cell phones, no gum, no food
- Has a schedule of all planned appointments and has planned for backup to cover walk-ups
- Has a full supply of sales collateral, business cards, and lead follow-up sheets



### Your Booth Set-Up:

- Keep any materials neatly stacked and organized
- Utilize colorful signage (if allowed by event organizers) to clearly identify your business and key services and benefits
- Eliminate as much loose paper as possible in favor of packaged sales kits so visitors don't lose important information or throw away loose flyers
- Place any traffic builder activities at the outer edges of your booth space to prevent congestion in the center
- Wherever feasible, use product samples in lieu of pictures. When that is not feasible (or if you are offering a service) consider videos and physical giveaways/props that relate to your service
- Whenever possible, prevent set-ups that place your employees behind tables. Place employees at the outer edge of the booth to interact with people walking past



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## TRAFFIC BUILDERS

### Signage and Visual Advertising:



**Flags and banners** are an extremely effective way to combine color and graphics to catch the attention of tradeshow attendees and tell your story. Retractable banners (left) with your logo and company information can be used for multiple events (making them a great long-term investment), include a durable stand to increase the life of your banner, and include a carry case for easy transportation between events.

**Multi-panel displays** are great for showcasing multiple products at an event. The Show n' Write kit (below and left) features a header with your logo, two display graphics, and a third graphic panel that can be easily replaced with an included dry erase board. Ideal for businesses that want a display solution that can serve multiple uses at one event (example: if you are hosting a reception or education session during a conference) or for event/conference organizers.



**Interactive events/games/giveaways** at your booth are an effective way to draw traffic and bring them inside your booth. The Spin 'N Win prize game (right) features 12 customizable prize windows and a center plate for your logo. This is a great option to offer on-site discounts and to give away gifts.



**Light and sound** are an extremely effective way to capture the attention of tradeshow attendees. Light-up displays (below and right) illuminate your display evenly and help increase the WOW factor, but require access to 12-volt power. The flip open frames allow for easy exchanging of graphics, allowing the main display kit to be used for multiple purposes.



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### Giveaways and Attention Getters:



Draw customers to your booth with a light and sound show. The Pulse Bluetooth speaker by JBL features a programmable LED display that “pulses” along with the music in eye-popping multi-color glory. In addition to being a great traffic builder, combine it with the Spin N’ Win prize wheel for a premium giveaway to entice tradeshow attendees!



Looking to show customers about how your product or service ROCKS? Consider a memorable takeaway for customers, like a skipping stone laser engraved with your logo. They are a handy paperweight and desk/bookshelf accessory for recipients and fit easily in bins/boxes in your booth to reduce clutter.



Satisfy the sweet tooth of tradeshow attendees or provide a quick pick-me-up with a unique snack – test tubes with your logo, filled with a variety of candy, mint, and chocolate filling options. Test tubes can also be filled with a printed message to deliver coupons or a unique Message-In-A-Bottle.



Do you exhibit at consumer shows or events geared toward hospitality or food service? Consider a functional jar opener with eye-popping full color graphics. At 1/16<sup>th</sup> of an inch thick and weighing less than 1 ½ ounces, this jar opener also makes for a great mailer as part of your pre-event marketing or post-event follow-up!