

## How to Maximize Your Tradeshow Experience

Throughout my career I have heard companies say, “We don’t exhibit at trade shows, they are too expensive and we don’t get enough out of them.” I immediately wonder how are they executing their plan or do they even have a plan. The plan starts with making sure you have picked the right show(s) to exhibit at and have a booth that works for your purpose along with a clear message of what you do. Once you have this accomplished then see if you have addressed the following details that will make your participation more successful.



- ◇ Do you have trade show goals?
- ◇ Do you inform your customers/prospects before the show that you will be exhibiting?
- ◇ Do you let them know what they can gain/learn by visiting your booth?
- ◇ Do you have a plan for your booth and exhibit personnel?
- ◇ Is your booth interactive?
- ◇ Do you take advantage of show publicity opportunities?
- ◇ Are you meeting with the Press at the show? Do you have a press kit prepared for them?
- ◇ Do you have the shows you exhibit at on your website?
- ◇ Do you create a buzz around your booth?
- ◇ Do you have a follow-up system in place?

Without these elements you are only gaining a fraction of what you should gain from your participation. And these are just a few things you can do to enhance your trade show plan. A key element to trade show planning is knowing that it is not just about the show. It is about the opportunities the show offers you before, during and after. (After all where else can you have multiple face to face meetings where your prospects come to you.)

Do you want to maximize your trade show participation but perhaps do not have the resources to do it. Let me help you develop cost effective creative ideas for your trade show exhibition experience.

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