Tradeshows - Maximizing Your Time and Results
Maximizing a Trade Show

- Have a Plan
  - Develop a pre-show plan
    - Who will be at the show?
      - List of current or previous attendees and visitors
      - Plan a pre-show contact plan by email, personal calls, develop a promotional plan.
      - Create/develop materials if needed for pre-show mailing or e-mail, handouts at the show, and after show follow up materials to be customized.
Maximizing a Trade Show
Have a Plan

- Who are you going to meet?
  - Set up appointments in advance
  - What is your “positioning statement” 15 words or less to introduce yourself, company and product.
  - What is your under five minute “elevator speech” - it’s memorable about you and your company.
Maximizing a Trade Show

Have a Plan

- Who are you going to meet?
  - Target your prospects and map their location.
  - Have a system to cover the floor meeting new vendors while making sure you meet with your targeted prospects.
  - Practice what you are going to say – “Practice always makes the perfect sales pitch” - a conversational sales approach.
Maximizing Trade Show Time

Have a Plan

How will you follow up?

- Make it easy for people to find you again
- Notes on the back of business cards, and suggested dates to provide the follow on information or phone call.
- Seminars at the show? Upcoming trade events? Other industry news or knowledge? A place you might meet again.
- Is there a specific way to follow up with this person? Email? Phone? Other?
Maximizing a Trade Show

- Have a solid after show follow up plan
- Make time on the way home or first day back in the office to organize the follow up.
- Smart phones and tablets can simplify this process
Trade Show Tips

- Plan to attend networking events. It is a way to make new contacts and talk to people you have been trying to do business with.

- Attend seminars at the show when possible, it may illustrate a new market or way to position your products.

- If traveling to a trade show or even riding a shuttle, do not sit with your colleagues. Sit with strangers and learn about their business, some might be future customers.
Trade Show Tips

- Put a QR Code on your business card and materials to help prospects find you more quickly during and after the show.

Here is a website to get your free QR Code: http://qrcode.kaywa.com/
Trade Show Tips

- Know the amount of traffic expected at the trade show, plan your day to be at prospect booths in the quieter times.
- Know the audience and dress accordingly (Suits? To Khaki’s?)
- Use technology to increase efficiency. Download when you can.
Trade Show Tips

- Determine how to differentiate yourself and your product. “People buy the idea of you, before they consider buying your product.”
- Trade Shows can be tax deductible, another good reason to track results.
- Carry your business cards in one pocket, the ones you receive in another. Cards are not mixed up and you avoid giving out the wrong one.
Maximizing A Trade Show

- Track Your Progress
  - How will you define/know that you have been successful
  - Contact management system?
  - Plan ahead to track who you talk with and what you learn
  - Keep a log/or tracking of contact
  - Schedule each follow up, then be sure to do it.
Thank you!
Questions??

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