

**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, hand outs 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.





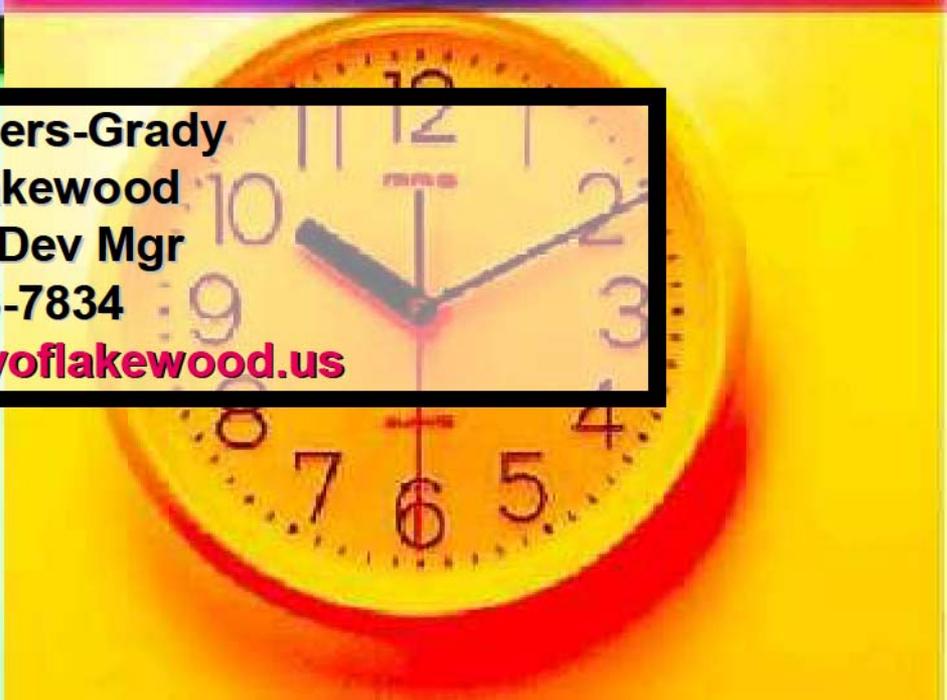
# Maximizing A Trade Show

## ■ 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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