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**10 Things to Consider Before You Do a Trade Show**

**By Susan Dunn**

**10 Things to Consider Before You Do a Trade Show by Susan Dunn, MA, Marketing Coach  
and Consultant**

1. Find out if the trade show is focused on your target market.

2. Talk with the promoters and find out the history.

How many trade shows have they done before? What was the turnout? They should be able to give you figures. Find out how they plan to advertise - TV, radio ads, billboards, print ads?

3. Get the names of people who have participated in one of their recent trade shows and call them up. You'll get a lot of uncensored information.

4. Visit a couple of trade shows to observe and analyze.

Take a long a notepad and notes. Observe the displays, how the people work the booths, what attracts you or repels you.

5. Plan to work with a partner.

Staffing a booth takes at least two people. Set up and delivery of your materials, which will probably be heavy, is easier. You can take breaks. One of you can wander around networking while the other staffs the booth. Some people find it easier to approach a booth with more than one person there.

6. Prepare your booth display and materials.

You need something eye-catching from 15' away. There's a whole industry supplying these materials - displays, booths, portable trade show exhibits, pop-up displays, table-top models, floor-standing, and exhibit booths in various sizes (6' to 20'). Check them out on the Internet. Here is one:  
<http://www.showstopperexhibits.com>.

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7. Prepare an ample supply of brochures, flyers and business cards.

Also get your "elevator" speech ready. Many people only visit for a minute or two and you need to be able to describe what you do and sell, or the particular product you're promoting, very rapidly.

8. Decide your goals.

Just to experience your first trade show and learn from it? Capture names and addresses? Close 3 sales? Just meeting people?

9. Have some way to capture names, addresses and emails.

Most of the literature people pick up at booths (or anywhere else) is discarded shortly thereafter. You can have a giveaway where they drop their business card in a fish bowl, or a sign-up sheet for a free gift.

10. After the show, do your follow-up.

Make the phone calls, get the names on your subscription list. Analyze whether the results were worth the time and money spent on the trade show, keeping in mind residual effects from the exposure.

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### **Trade Show Banners: Right On Target**

**By Trevor Marshall**

Wouldn't it be great if every prospective customer you had came right out and said, "Here's what is most important to my company; and here's what I need your product to do for me"? That would definitely increase your closing ratio.

Usually, however, discovering a customer's hot buttons is not quite that simple. You have to create an enticement before you can get through it and push that button.

One way to do this is through the use of banners. Banners are flag-like pieces of cloth bearing an emblem, badge, catchphrase, or other types of message. These banners are commonly geared into catching the audience's attention.

Banners come in different sizes and form. Some of the types of banners are heraldic, church, advertising, protest, and trade show banners.

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Among them, the trade show banners are the type that is more dominant nowadays, aside from the advertising banners which is also one of the main advertising materials.

Trade show banners are gradually increasing its function because a lot of businesses found out that it has an awe-inspiring effect to their audience. Trade show banners create such visual phenomenon in the event that people can't help but notice.

Usually, a trade show banner, as its name implies, are used in trade shows. These trade shows are presentations coordinated by a company or group of companies in a particular trade. Normally, the event is focused on showing off and exhibiting their services. It is also used when launching the new products of the company.

In order to have a marvellous visual aid of the event, companies utilize trade show banners. Creatively made, this one type of display serves as an emblem for their products.

Moreover, in order to fully maximize its function, there are accessories that should tag along trade show banners. These things are "must-haves" for every trade show so as to ensure the protection of the trade show banner. These are:

### 1. Trade show banner stands.

Stands are utilized for ease in assembling the trade show banners. It can be displayed in any place with a snap. And because trade show banner stands are manageable, they can be easily tagged along. It is also convertible. It can adapt in many instances whenever the trade show calls for it. It can be displayed as a "tabletop display" or placed alongside two banners so as to reflect a larger agnostic trade show exhibits.

With a perfect combination of trade show banners and stands creatively made with lively graphic images, these items can display your products in such an extraordinary way. Trade show banners and stands can alone speak for themselves..

### 2. Trade show banner graphic cases.

Because trade show banners are usually carried along and are not permanent displays, it has to be protected from wear and tear by using graphic cases. These graphic cases are specifically designed to safeguard the trade show banners from any cuts and scratches.

With these excellent graphic cases, you are guaranteed that your trade show banners will always be on top condition, before and after the show.

However, before you start with your trade show, you should decide whether you would display your trade show banner as a table-top, or panel display.

For trade shows that have limited space, you may utilize the table-top trade show banners. It can be displayed on top of a table or in any place where it can stand. Table-top type of banners are very

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convenient to use because they are manageable and easy to travel with.

For quick assemblies and set-ups, you can also use the pop-up trade show banner display. These pop-up displays are effective when you want to quickly but precisely exhibit your trade show banners.

Or, if you want to have a more customized look, you may use the panel displays. Because it is made up of "unfolding panels" it can be easily converted from table-top to a full height trade show banner. It is ideal for bigger displays and exhibits.

Indeed, these different ways in exhibiting trade show banners are a must for every company that would wish to conduct a trade show. These items are great in adding more zest to the event.

With all of these things incorporated in your company's trade show, you are right on target.

For more great trade show info and advice check out:

and



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