

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Five Tips for Trade Show Success on a Small Budget

By Rena Klingenberg

Five Tips for Trade Show Success on a Small Budget

by: **Rena Klingenberg**

No matter how small your marketing budget, your business can afford to have a successful presence at trade shows without incurring big expenses. Here are five tips for exhibiting in trade shows inexpensively:

- 1) Have a sales representative exhibit your line at a trade show. If you can't afford a booth and travel expenses, a sales rep who exhibits in trade shows or gift marts in your industry can present your product line without the cost of a full-fledged booth. An added benefit is that a professional sales rep has a network of connections and knows your market niche well, and is likely to be more experienced in selling and trade show dynamics than you are.
- 2) Rent a temporary space at a wholesale gift mart or showroom. You can plunge into wholesale shows inexpensively and without being present by renting a temporary space in a wholesale gift mart or showroom. For a monthly fee, you can display your products there for direct sales to retail shop owners. This is a good way not only to break into wholesaling on a small budget, but also to test new products.
- 3) Share a trade show booth and expenses with a related but non-competing business in your niche. This cost-cutting solution works especially well for one-person businesses. Besides saving money, additional benefits to a booth-sharing arrangement include access to each other's customers in the same market niche, and the convenience of having a knowledgeable person manning the booth when you need to take a break.
- 4) Make over your current displays instead of buying new ones. Creating a new exhibit by giving your existing trade show booth displays a fresh face costs a fraction of the price of purchasing all new booth components. Consider each element of your booth separately, and brainstorm ways to update it without completely replacing it.

Five Tips for Trade Show Success on a Small Budget

5) Purchase used trade show displays rather than springing for new ones. Many pre-owned booths and exhibits are in excellent condition and can be bought for less than half the cost of a brand new one. If you decide to buy previously owned exhibit components, be open-minded and keep your display needs in mind. Visualize how each used exhibit might perform for you.

For even greater savings, look at used trade show displays offered at rock-bottom prices because of damage or missing parts. If you can think creatively about how you'll refurbish the damage or replace missing pieces, you can come up with an effective, original display for very little cash.

Many sellers of pre-owned trade show displays are willing to bargain with you. Don't hesitate to offer the seller less than the asking price. It helps to research beforehand the retail price for the exhibit so you can make a reasonable offer.

In summary, there's no reason to miss out on potentially profitable trade shows because of the

expense. Look at your small marketing budget in a new light, and brainstorm ways to put those limited dollars to work helping you reach new customers.

Rena Klingenberg's website,

, is a resource for trade show

exhibit success information. She is also editor of the online newsletter "Trade Show Success on a Small Budget" at

Nine Tips on How to Set Goals for Your Trade Show Exhibit

By Dick Wheeler

It is often said that if you don't know where you are going, you may miss it when you get there. And, as Malcolm Forbes also points out, "If you don't know what you want to do, it's harder to do it." This is good advice especially in the trade show exhibit arena. It is crucial to establish goals and set objectives before you plan to exhibit at a trade show. As with any important marketing effort, you measure success by how well the activity performs against your stated goals. For example, ask how many hot leads do I need in order to justify the cost of our exhibit? What is my projected close rate needed to warrant my trade show booth budget? You get the idea.

Start by being clear when you consult with your top management and marketing teams as to the reasons why your company wants to exhibit in a particular trade show. Ask the tough question -do you plan to have a trade show display because your competition is exhibiting or is it because you want a set return on your trade show investment? Analyze in advance what you want to achieve from your trade show display, convey this to your exhibit team, and put it down on paper.

Here are nine key goal setting recommendations from "Tips & Techniques For Exhibiting Success" by

Five Tips for Trade Show Success on a Small Budget

Nomadic Display:

1. Trade show display objectives should reinforce your corporate marketing goals. Clear, concise trade show exhibit objectives need to be in sync with your overall marketing plan, not function independently of it.
2. Is increasing your brand identity at the trade show a key reason to attend? How will you brand your trade show exhibit? Will your logo be part of the branding? Will you incorporate your brand on all your handouts?
3. Do you expect to increase sales on the trade show floor? If so, by how much? Be realistic and set attainable sales figures.
4. Outline your expected trade show results. The more specific, the better. Are you planning to introduce new products or services at the trade show? If so, what are they and how will you showcase these new products/services?
5. Is an important emphasis of your trade show display to educate your target audience? If it is, will you have on-site speakers, website presentations, handouts at your trade show booth display?
6. Do you expect to gather industry information and customer preferences at the trade show? Do you have a formal survey and will you offer incentives for people to fill out your survey?
7. Is one of your goals to attract new business? If so, how many new orders do you feel are realistic?
8. Is recruiting new dealers or distributors a priority? If so, how many new dealers or distributors will be at the trade show?
9. Do you expect to educate customers? How do you plan to do this? Free literature Handouts? Internet presentations? In-person talks by your top management?

By putting your goals in writing, you have a list that you can manage and measure. Your specific goals need to be realistic and timed. Make deadlines and meet them.

You already know that trade show displays can enhance your marketing plans with measurable results. You now need to focus first on your goals and objectives so that your measurement and return on trade show investment are indeed meaningful.

Dick Wheeler is President of Professional Exhibits & Graphics, headquartered in Sunnyvale, California. The firm is a full-service premiere trade show exhibit, graphics and management services company. For additional information, go to

Five Tips for Trade Show Success on a Small Budget

Dick Wheeler is President of Professional Exhibits & Graphics headquartered in Sunnyvale, with a showroom in Sacramento, California. His firm is a full-service premiere trade show exhibit, graphics and management services company. Go to

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!