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Impair Healthy Healing In People Over The Age Of 30!

Is a Trade Show for You?

By Susan Dunn

Is a Trade Show for You? by Susan Dunn, Marketing Coach and Consultant

Are you considering taking part in a trade show for the first time? It can be quite an investment in time and money, so get the answers to the following questions first.

1. Is the trade show focused?

You want to make sure it will be attracting your target market. Talk with the people who are putting on the trade show and find out.

2. Ask the promoters how they plan to promote it.

Billboards, TV, radio and newspaper ads, trade journals? Make sure its going to be well publicized.

3. Get the history.

How many trade shows have they done in the past and how successful were they? They should have numbers to show you.

4. Get the names of people who have participated in the trade show in the past and make some phone calls.

You'll get a lot of un-censored information from actual participants, but do talk to several.

If you decide, from your research, that you want to participate in the show, do the following:

1. Visit a couple of trade shows to become familiar with what's going on.

Observe the displays, how the people work their booths and attract people to come visit, the giveaways, etc. Take a notepad and make notes. Observe what works for you - what makes you approach a certain booth. Is it the display? The person? The way the person is dressed or how they're

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standing or sitting?

2. Plan to work with a partner.

Running a booth is a two-person proposition, for many reasons. You'll need relief to take breaks, one of you can walk around meeting other people while the other person staffs the booth, people are more comfortable approaching two people than one. Also your equipment can be cumbersome. One of you can drop the other off at the door for setup and go park the car.

3. Prepare your booth display and materials.

You need something eye-catching that can be seen from 15–20' away. There's whole industry supplying

these materials, which include displays, booths, portable trade show exhibits, pop-up displays and exhibit booths in various sizes (20' - 6'), and floor-standing or table-top models. Check them out on the Internet. Here is one: <http://www.showstopperexhibits.com/>. It's a sizeable investment, but you will need to be competitive.

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

5. Decide your goals. Just to meet people, try and close some sales, get names and email addresses, or do your first trade show and learn?

6. 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.

7. Prepare your "elevator speech."

Many people will only stop by your booth for a minute or two and you need to have prepared quick descriptions of what you do, what services you offer, or information on a certain product or program you're promoting.

8. Don't forget that the other exhibitors are your audience as well.

They may need your product and services or be in a position to refer you to others. Visit around and network within the show.

Remember that your work is only half done after the trade show is finished. Process after the trade show so you know what went well and why, and what you would do differently in the future.

Then follow up on all your leads. Get the names on your newsletter list, mail out flyers, make the phone calls.

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Lastly, analyze the response rate vs. the time and money you put into it. Take into account any residual business you may get. It can take up to 7 "hits" before a person will buy, and you may have made the first "hit" on a large number of people and gotten a lot of 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.

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:

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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 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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