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Seven Ways To Put Show Biz Into Your Trade Show

By Susan Freidmann

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The best way to attract and mobilize more customers to attend your trade show is to bring a "show biz" mentality to all your marketing and at-show strategies. After all, you are in show business. In today's marketplace, consumers are drawn by glitter and excitement but turned off by humdrum events. If you put on a dull show you will generate little interest. Following are seven ways to put more show biz into your exposition.

Think like Disney.

There was never a greater promoter than Walt Disney. Everything he touched turned exciting, colorful, and was bursting with energy. The Disney legacy continues as the Disney Corporation dazzles and entertains millions with its products, parks, and superb customer service.

What does Disney do that every trade show organizer should emulate? Disney injects a show business mentality into everything it does by creating an image that makes people smile and lets them know they're in for a first-class experience. Disney employees undergo rigorous customer service training and are famous for their courtesy, cheerfulness, and problem-solving skills.

So when planning your pre-show marketing strategies, remember to think like Disney. Everything you do to promote and implement your show must be first-class, creative, and professional. Train your show employees to provide enthusiastic and helpful customer service. Unpleasant experiences with trade show employees can ruin the show biz experience you've worked hard to create.

Make your trade shows interactive.

When people manipulate objects they often form an attachment to them. They get an idea of how the products work and are more excited about the possibility of buying them. Thus, advise your exhibitors to set up audio-visual displays that attendees can easily operate — they will feel like they are part of the show experience as they connect with your products.

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Put the Internet to work for you.

You can interact with potential exhibitors and attendees through the Internet, both in your pre-show marketing and during the show. Experts believe that virtually all trade shows will incorporate the Internet into their marketing strategies in the near future.

At the very least, you should have a professionally designed Web site that provides information about your show, allowing consumers to easily find out as much about your event as possible. Today's techno-savvy consumers are instantly turned off by Web sites that aren't interesting, easy to access, and informative.

Make your shows unforgettable experiences.

"If meetings are really going to change our lives, meeting professionals need to begin to shape memorable events," said Jim Gilmour, author of *The Experience Economy: Work is Theatre & Every Business is a Stage*. "Successful meetings must create emotionally based experiences for attendees," Gilmour said.

How do you generate such an experience? Again, think Disney. Capture the imaginations of attendees by providing a wealth of sights, sounds, aromas, and entertainment, along with a high degree of interactivity.

Make your trade shows fun.

Live entertainment, educational seminars, clowns, puppeteers, and magicians are just a few of the tools you can use to make your show fun and informative. Advise your exhibitors not to rely on their products alone to sell the show biz experience. Booths filled with inanimate objects are boring and won't capture the attention of your audience. However, if you support your exhibitors by injecting a little excitement into the show, you'll have attendees in the palm of your hand.

Provide lots of comfortable space.

Make sure you have enough space at your show, both on the exhibition floor and in the booths, to comfortably accommodate your guests. Don't try to cram as many booths as possible into the space allotted. A cramped show environment does not allow attendees free rein to wander comfortably, and harried, crowded consumers don't make good customers.

Help your exhibitors design their booths so they don't sacrifice comfort for hardware. Booths that are crowded with display items make it difficult for consumers to focus their attention on each item. Advise your exhibitors to set up their booths so that attendees can see everything clearly in an uncluttered space. Booths should provide good lighting, easy-to-read signage, and attention-grabbing graphics. Consider publishing a brief pamphlet of booth design tips and distribute it to exhibitors.

Inject show biz excitement into your advertising and public relations.

Without resorting to hyperbole, your advertising should reflect the excitement, creativity, and flavor of

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your event. Observe how the producers of movies and Broadway musicals advertise their shows and incorporate as many of those elements as are feasible in your own advertising. Every ad you place should showcase the opportunities that your show offers.

Train your most trusted show employees to lead the media to the most engaging exhibits. Have a staff member on hand at all times who can articulately tell reporters about your event and what makes it unique.

Remember you are in show biz, and you must create and promote an event that is as exciting and dramatic as a great movie or play. Your exhibition space is your stage. In order to generate interest, you must put on a performance that will keep attendees riveted to your exhibits and eager to come back for the sequel!

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.

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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 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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