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Ten Amazing Ways To Increase Attraction at a Trade Show

By Catherine Franz

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These ideas are for anyone that has a small budget to work with or is just starting to expand into exhibiting at trade shows.

You can even use these tips and techniques whenever you are speaking or presenting — at Toastmasters, delivering workshops — or even eLearning activities.

1. Have a visual point at your booth — like a power point show or a television with a video playing. Put together a workshop video, even if it isn't professional quality. People will usually not look at it more than three minutes before they feel conspicuous and will approach you.

2. Have a picture album with success stories and pictures. Especially great for independent professionals selling a intangible product. Pictures of workshop attendees having fun and doing various projects or eating together or a Christmas party in your office with your clients is very connecting and attractive. Please like to belong to things that they perceive as "successful."

3. Have a drawing for something that is valuable and attractive to them. Don't give away something laying around your office or something that has your ego attached, this very unattractive.

4. Candy bowl. One they have to reach deep. Don't fill it up, let it look like there isn't much left — that is even

Ten Amazing Ways To Increase Attraction at a Trade Show

more attractive. They want to reach in before it's all gone. They will take less too (chuckle)>

5. Hire a model with brains and a marketing background to assist you. Someone "very attractive."

6. Do what they do in grocery stores, demonstrate how to use your product. Wear a mike and have a small speaker attached. Buy the headset mike like professional singers use. The connection to that alone will attract (second chuckle).

7. Wear clothes with your logo. Name tags are great for participants but displaying your logo or name is important for building your brand. If you can't afford to have them done, create your own. There are transfer materials made for your ink jet printers (see your office supply store), find some nice shirts/blouses, and go create.

8. Don't just stand behind the booth, go in front of the booth and mix and mingle.

9. Stand up behind the booth with a smile. If you get tired go sit somewhere else and have someone there that has an attractive approachable energy. Rule of thumb is to rotate the energy every 30 to 60 minutes.

10. Display your web site name big and bold in the background. Make the name a different color than the "www" and the ".com".

Here's a bonus for you. How about going in with another one-person business and sharing the costs. One that I like to use, is to work with someone like does chair-massages. It is a big attractor to people.

Oops, let me slip in another tip -- let's call it a super bonus -- for getting this far in your the reading and in your mindset. If you are a shy person, a dead way to sell at a trade show, hire a trade show presenter.

A trade show presenter is experienced at attracting people to your booth. Their fee may seem expensive, and I said I was going to keep these tips in the inexpensive realm, yet then if your ROI gains from it, it will pay for itself.

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And these experts on presenting at trade shows will pull in the people all the time. Find someone training for this type of work and you might even be able to barter.

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:

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

Ten Amazing Ways To Increase Attraction at a Trade Show

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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