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**Top Ten Tips To Get The Most "People–Power" Out Of A Trade Show Or Networking Event**

**By Patsi Krakoff, Psy. D.**

1. Be identifiable: Make sure your name badge is easily viewable to others. This may mean attaching it up near your collar or face, so that people don't have to look down your body towards your navel to find it at the end of a lanyard. Make sure it doesn't twist and dangle there back–side out where nobody can read your name.
2. Be identifiable, part 2: Use your own button or name tag in addition to the event name badge. Nothing wrong with overkill here. For this, we use our Blog Squad bright pink buttons, and put them on our shoulders (of both our jackets and shirts in case we take off the jackets), our purses, the conference tote bag. (We haven't yet bought pink laptops and put our decals there, but this might be a good idea in a conference where everybody has a laptop open!)
3. Be identifiable, part 3: Hand out your biz cards to everyone you meet, right away, and ask for theirs. If you wait, there may be a distraction and it doesn't happen. Of course, be sure you have plenty on hand. (One enterprising woman we know left 3 kinds of biz cards with intriguing photos on them in all the ladies' bathrooms! Well, why not! For sure she got noticed, and maybe more than a few emails and web visits. Discretion advised.)
4. Be bold: Don't wait, go ahead and introduce your self to people at your table, in line with you, wherever you find yourself waiting. You never know who you'll end up introducing yourself to! (Cautionary note: we don't advise doing this in the bathroom line as people aren't really relaxed when they are on a mission. Use non–verbal queues as to how open they are to a meet–and–greet.)
5. Be prepared with a gift or handout. Use a CD if you have one of you being interviewed, or a booklet, or something of value that shows your knowledge. You can even give out your book, to special people you have a connection with.
6. Be sure to get other people's biz cards, and ask if you can email to them. Do not add them to your ezine list without their permission, and a good way to invite them is to follow up with them after the conference. "Here's that report I was talking to you about, and if you'd like to get more, we have an ezine you can subscribe to, go here..." for example.

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7. Don't be afraid to ask people to remind you of their name, if you think you might know them. They will be glad you did, because they probably can't remember yours either and might be embarrassed to ask. (Note: you might want to make notes on the back of their biz cards about what you talked about for follow up later on.)

8. Ask them questions about their business, how they are finding the conference so far, what their most important take away has been, their best session so far, their recommendations, etc. Everyone attending a conference has an opinion, so ask them for theirs.

9. Withhold judgment based on dress, age, hair color and other physical attributes, especially when you are working in a field that is mostly done online. You never know who you might be missing.

10. Even when you are tired, and are suffering from information or conference overload, remember to

smile and look interested in others. Many other attendees may be experiencing the same burn–out, and by sharing these feelings, you can connect.

Patsi Krakoff wrote the ebook "Secrets of Successful Ezines" with partner Denise Wakeman. They recently released the All–in–One Ezone Publishing System:

<http://www.ezinepublishingsystem.com>

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Learn how to publish an ezine at

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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

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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 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.

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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:

<http://www.tradeshow–direct.com>

and

<http://www.tradeshowstop.com/>



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