

Stellar Tips for Exhibiting at Trade Shows

You don't need the glitziest stand to attract visitors at a trade show or exhibition. There are lots of different ways you can create a buzz, and a lot of the work starts well before the event.

Set your Show Objectives

Are you attending to sell off the stand? Raise awareness of you / your business? Or to launch a new product? Be clear on your show objectives to then understand if the show has been a success for you.

Tell People Well in Advance

Having booked your stand space, ensure you:

- Add a page to your website, or add it to your news/home page
- Inform your existing database via your e-newsletter
- Use your social media channels to inform your followers and your network
- Add your stand number and show details to your email sign off
- Add a sticker / flash to every piece of communication leaving your office, to inform and remind recipients to come to your stand.

Give Them a Reason to Come

Start promotional activity in advance of the show. If there is something that they should bring to your stand, or collect from your stand, this helps to drive engagement and curiosity. Having something on your stand that is different or intriguing will get a conversation started. You then have a great opportunity to find out more about them, their business and how you can help.

Gauge How Long to Spend with Each Visitor

It is important to collect as many contacts as possible at the show. Time is limited for both you and the visitor, so judge how long to spend with each person. You can always follow up with an e-mail, telephone call or meeting afterwards.

Collect your Leads

Visitors will be talking to many exhibitors and are more likely to forget you if you do not follow up your leads quickly after the show. Some shows have lead scanners which can be hired through the event organiser, which records contact details by scanning the visitor's badge or business card. Also, attach business cards to an enquiry form or a note book and record your conversation.

Network with Other Exhibitors

Other exhibitors could potentially be your clients too. If there are quiet periods, go round and introduce yourself to them and exchange business cards. The best time to do this is generally first thing in the morning before visitors start arriving or towards the very end of the show.

Be Clever with the Merchandise you Give Out

We practise what we preach on our own exhibition stands and merchandise really does help pull in the crowds. People are drawn to stands that offer a gift and they can be a great talking point too. We run a business card draw to win a basket of Galactic Goodies which always goes down well.

Follow Up your Leads

After the show, make sure you follow up all your leads; even if it's a simple phone call or e-mail just to say "thank you" for visiting your stand. Prioritise them and telephone the urgent ones. Remember visitors will be bombarded after the show, so you must make an impact. Sending a photo of yourselves on your exhibition stand to help remind people who you are is helpful, or something that complements your branding.

Analyse your Success at the Trade Show

It can be difficult to know which shows to invest in and it can be a case of trial and error, however being clear on your objectives will help to determine if the show was a success for you – it is not always just about the sales leads.

For advice or help with your stand space or pre, during and post event marketing, please give us a call on 01296 910131.