

Tradeshow Tips ~ Pick the right shows, show the right attitude.

Few marketing forums offer the unique opportunity inherent in every tradeshow ~ the chance to see what your peers/ competitors are bringing to market, the chance to connect with possible vendors, distributors, and other allies, and most importantly, the chance to engage in direct face to face marketing with your target audience.

However, to capitalize on these benefits, it is imperative that you exhibit at the right shows. How do you know what shows are the right ones for you?

Research. You'll want to look closely at the shows you're considering. Look beyond the surface. Dig a little deeper. Does the show have a specific focus? Some shows are 'known' for a specialty within an industry. Is this your specialty? Would your products and services be of interest to attendees who come to the show seeking that specialty? Profitable opportunities may exist in marketplaces positioned alongside your own, as long as they attract large numbers of attendees from your target audience.

Don't rely solely on the show website for research purposes. Contact peers and other exhibitors who have exhibited at past shows. Ask them what they thought, especially their impression of the attendees. Remember, their answers will be influenced by their own experience, which means that it may be worthwhile to talk to a diverse group of exhibitors.

The more information you have about any given show, the better you'll be able to assess if exhibiting at the show is right for your company.

Enthusiasm sells! When a salesperson believes in a product, and is excited about presenting it to customers, it shows. That item will fly off the shelves. Why? Because the sales staff is behind it.

However, before something can fly off the shelves, it has to get ON them. That's where your booth staffer's enthusiasm comes into play.

Buyers at a recent major industry show were asked, "What is the single most powerful thing exhibitors can do to attract you to their merchandise?"

Time and time again, the answer came back: "Be enthusiastic! Believe in your product! Be excited—and tell me why I should be excited!"

One buyer had a pointed question: "If you can't sell me on your product, how in the world do you expect me to sell it?"

When a team is enthusiastic about the products and services they're selling, that excitement is noticed by buyers. They want something they can be excited about, something their customers will be excited about. Provide that, and your tradeshow success is guaranteed.

Information courtesy of Susan Friedmann, CSP, The Tradeshow Coach.

