

## Tradeshow Tips ~ How do you know what show is right for your company?

There's nothing like having a recessionary economy to make you realize how crucial planning is to ensuring a successful tradeshow experience. Many tradeshows have been cancelled in 2009, but of the ones that are still scheduled, how do you decide which ones would be the right one for you and your company? I know that if you're asking this question, it's also on the minds of most of your competitors as well as your customers, so let's take a fast, quick look at this topic this month.

The cut and dried answer is that you want to exhibit at those shows that attract a large number of attendees from your target audience. How do you find what those shows are?

Here are the top three places you can look:

- **Tradeshow Websites:** Online directories such as those on TSNN.com are the ideal place to find a comprehensive guide to shows that might appeal to your target audience.
- **Your Customers:** Ask your clients/customers where they go and what shows they attend. This can be your best indicator of where your target audience is.
- **Your Competitor's Websites:** More than a few companies list the tradeshows they'll be attending on their websites. Give them a glance to see where they think the target audience is—and then decide if you need to be there too.

Remember, research is not a last-minute task. Keep your eyes and ears open year round! That way, you'll be sure to have the most current information and be prepared to make the best decisions for you and your company!

Information provided for you by ~

**Marilyn K. Dayton, Business/Marketing Specialist**

<http://www.marketingandbizpro.com> ~ [marilyn@marketingandbizpro.com](mailto:marilyn@marketingandbizpro.com)

**860-389-2521**

