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WHITE PAPER

Tradeshow Marketing

Tips To Maximize The Success Of Any Event

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Graphics

- Follow the “15 Foot Rule”. Make sure all logos and text can be clearly read from a distance
- Limit bullet points to 10 words or less
- Include visual images to make your exhibit more highly visible and memorable
- Make sure your company logo is easy to spot.

Choosing The Right Show

- If it is a new tradeshow check with your suppliers, competitors and customers to see if they are supporting the show
- Ask organizers how many visitors they are expecting, target market of the show and how they will be advertising the show
- Check out the current list of exhibitors
- Understand your total costs including travel, hotel accommodations etc.

Objectives

- Written objectives are the foundation for a successful show. What do you want to get out of the show or event? Is it for building awareness or lead generation?
- You can have more than one goal, but you need to be clear as to what your participation in the tradeshow is going to achieve
- Your objectives will help you determine the right size for your exhibit, as well as how many booth staff you will require
- Objectives will also help you determine the right pre-show and show promotions.

Booth Setup

- Who is going to be responsible for set-up and tear down
- Be there early for set-up
- If you plan to use exhibitor-appointed contractors be sure to check the Exhibitor service manual for the deadline for notifying show management.



Booth Staff

- Booth staff are a vital ingredient to a successful event
- Make staff rotation important – maximum of 3 hours prior to a break
- Professional clothing to identify them as a company representative. We can help outfit your staff in clothing that identifies your brand and logo - call **NEBS**.
- You need two booth staffers per 100 square feet of open booth space.

The Show

- The decision to participate in a show should be based on the numbers, weighing the associated costs with expected benefits
- Stick to your tradeshow budget
- Giveaways and contests help draw a crowd to your booth and are important as long as they are tied into your product or service offering. **NEBS** can help you with tradeshow giveaways and promotional items
- Take a look around the show floor and do a quick competitive analysis – total number of exhibitors and the number of direct competitors at the show.

Lead Follow-Up

- Your ultimate tradeshow success will be based upon your skills in following up leads. Research has found that tradeshow leads do NOT receive the proper follow up
- To make the job easier, plan before the show how you are going to follow up with prospects
- The longer leads are left unattended the colder they will become
- Ensure that all your leads are qualified before you pass them on to your sales team.