



5 WAYS
TO STAND OUT
AT YOUR NEXT
TRADE SHOW

1. Plan for and create newsworthy press releases

This may sound simple but only a small percentage of exhibitors actually go to the trouble of writing and distributing press releases at trade shows. The key is to plan ahead for these announcements and make sure they are newsworthy. The fact that you exhibiting at a show might not be press worthy enough by itself but if you have reached a new milestone, launched a new product or service, or added key personnel that will help you grow your business, it will be interesting to the reader and newsworthy to the media.

2. Share your news with key editors before the show

Most major trade shows and events have on-site show daily publications. What many people do not realize, these editors try to fill in most of the stories before the show begins. Therefore, you need to get your news to these editors in advance in order to have a better chance at getting your press releases and stories into their publication.

3. Develop a campaign to attract attendees to your booth

The exhibitors that have the big crowds at their booth throughout the show, didn't just depend on people stopping by, they most likely planned ahead and created a campaign to attract the right attendees. Make a decision on who your targets are at the show, establish goals and engage with them weeks before the ribbon cutting. Maybe you have a new product to demonstrate or simply want to communicate a new or improved service with your existing customers. Figure out the best way to reach them, invite and entice them to see you at the show and you will be bound for success.

4. Set up meetings with key prospects

This is another often overlooked task that should happen at each trade show. Scheduling meetings with the people you really want to spend time with is not always easy to accomplish. There are so many distractions and competitors to pull your prospects in other directions but it is so important to make the effort in order for the

show to be successful. Try to have quiet meeting spaces available. And this doesn't have to be at your booth, most exhibit halls have meeting rooms that can be reserved. Design a schedule that is flexible and make sure it is available to the entire show team. Changes and the juggling of meeting times is inevitable but putting forth the effort is worth it.

5. Create talking points for booth staff

Wouldn't it be great if everyone at your booth knew what key marketing messages you wanted them to share? Instead of saying the same old thing like "How is the show going for you?" or "What parties are you going to tonight?" make out a cheat-sheet card of key talking points for each person working the booth. Keep it simple and to the point and include your latest news release headlines, key product notes or quick blurbs about "did you know we now have..." Reviewing these points at a kick-off meeting is great but the card reinforces everything and makes it easy for booth staff to reference it from time to time during the show.

Want more information or need help with your next trade show?

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