



Vendor Tips

Exhibiting at a conference can be a costly investment, especially for a small business. BUT, smart pre-show planning can increase your ROI (return of investment) generated from the event. In some cases, gaining only 1 new client will pay for the cost of your booth! Think about your tradeshow as a process, not a singular event. What should you do before, during, and for future shows to ensure reaching your goals? Here are a few important considerations:

- **How will you get the word out before hand to increase traffic at the show?** Send out a mailer or email to existing and potential clients informing them about the upcoming show. Post a banner ad on your web site or other industry sites. Advertise in industry publications.
- **Does your exhibit look like it represents the same company as your other marketing pieces (your web site, direct mail, magazine ads)?** Repeat marketing is more memorable, and people are more likely to buy from businesses they recognize.
- **Are you catering to your target audience?** For ex: Gear your messaging to cost savings if your potential client is budget conscious.
- **Do your exhibit graphics clearly say who you are, what you do, and what is your benefit?** When you state those clearly, you'll bring in more qualified visitors.
- **Are you trying to say too much?** Show attendees only have time to look at graphics, not read paragraphs. Go for impact over information. Big, bold images. Detailed information can be provided in your brochure handout or by your booth staff.
- **Are the words on your exhibit legible?** Avoid text that is too small, has low contrast to its background, a font so "creative" it can't be read, or is hidden by other exhibit components.
- **Are your graphics sharp?** The digital graphic file that was sharp enough for your brochure may be too small to create high resolution large format exhibit graphics.
- **Do you create or provide interaction with visitors?** Provide free samples of your product if applicable (if not, have a candy bowl), show a video demo playing on loop, give out promo items, your brochure and business card, have a small seating area for conversation.
- **Who will staff your booth?** Too many staffers will crowd a small booth, too few will leave visitors unattended, especially if bathroom breaks are needed. Discuss staff attire pre-show.
- **What to do with your extra stuff?** Consider a curtained area or table covering where you can hide extra literature, giveaways, staffers' bags, coats, etc.

Collect your own leads? Don't depend on the show director to provide leads. Remember, some attendants may not register online, therefore the show director will not have their information. Make sure you have sign-up sheets that will collect the necessary contact information, and lots of pens or pencils so that multiple people can sign up at the same time.

- **How will you measure success?** Can you track post-show sales? Consider a show promotion where leads will have to mention or show that they received your promo.
- **How will you follow up with leads after the show?** Send a thank you card or email to show attendees. Add them to your email marketing campaign. Call those who visited your booth or you actually talked to. Offer a show promotion

Booth Design – Keep in mind that your booth is your first impression.

- Attract Attention, don't blend in
- Attract the right attendee: is your presentation attracting "Your customer".
- Your display should represent key information:
 - Why are your services better or unique?
 - Why do brides choose you?
- Give the attendees a reason to stop at your booth
- Be assertive with attendees as they walk past your booth,
 - draw them to you, ask qualifying questions
- Everyone working your booth should know what key information or impression they must give to everyone who stops by your booth.

Be prepared with brochures, cards, water bottles (you may store these in a small cooler under the table), Tylenol, etc.

Thank you for your participation!

Lets make this an EFFEN HAUTE EVENT!

Zayra Lespier

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