

How To Help Build Trade Show Traffic

| Before the Show |

1) Use Twitter— Get involved with the event on social media! Follow the event Twitter page to get the info you need related to the event. Use the event hashtag to tweet about your products, freebies, demo schedules, etc., in order to connect with your followers and let them know what to expect when they see you there. Don't tweet a simple message such as "Come visit us at booth #___" but give your readers an incentive, such as a reason why they should make a stop by your team. Also look at retweeting relevant posts or updates regarding the show.

***42%** of Twitter users use the social media platform to learn about products and services
***57%** of Twitter users are more likely to buy from the brands they follow.

2) Set up appointments— Contact local prospects to inform them that you'll be in the area. See if they will be attending the show, and look at setting up an appointment for them to stop by and speak with you. If you aren't sure of local prospects in the area, conduct research to find ideal customers and let them know when you'll be at the show, and what you'll be exhibiting.

3) Do a press release about your participation— Get more information out about your involvement in the show. Be sure to include your company name as well as the event name and year in the title if you want it to be found.

4) Consider sponsorship opportunities— Joining an event as a sponsor is another great and creative way to build exposure for your brand outside of your booth space. Examples of potential opportunities include lunch/break sponsorships, advertisement towers, and attendee gifts that will put your company logo in front of every single guest. Sponsorship opportunities vary in price and information related to what's available can be found on the event website.

5) Print up stickers— Make stickers containing information such as your company name, booth number, event location, and event date. Affix these to communication materials you plan to send out to prospects and customers (ex: invoices, letters, packages) to let them know that you'll be there and that they should stop by. Be sure to also equip each salesperson with their own batch as well, so that they may help to spread these along. If stickers don't interest you, consider flyers or filming a video to promote what you're bringing to the show.

6) Invest 15% or more on pre-show planning— Don't be afraid to allocate more of your budget to pre-show planning. The more you spend on this part, the more potential traffic you can expect to receive.

7) Select and train personnel— Look at matching your booth personnel to your audience and train them on how to properly engage/disengage prospects.

IMPORTANT: In order to attract attendees passing by, remind your booth staffers to avoid chatting or texting on cell phones, chewing gum, or talking excessively with coworkers during exhibiting floor hours.



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| During the Show |

- 1) Good signage attracts quality leads—** Booth display and visible signage is key! It should not only grab people's attention, but represent **what you offer** as well. Don't let people pass your booth for the simple reason that they don't know what you sell. Signs should be visible from at least 30 ft. away with words that are benefit oriented—allow your booth to advertise itself.
- 2) Make your space a welcome center—** If you're aiming to make your booth more inviting, check to see that your booth design isn't overly intricate. Allow attendees the ability to move freely into your booth area by avoiding out-front obstructions such as large desks/tables.
- 3) Give your booth personality—** With many booths looking high tech and similar (imagine the black, blue, and stainless steel color scheme), don't be afraid to be different. Add color, decor, comfortable seating, and offer snacks/drinks to give attendees intrigue and an opportunity to recharge.
- 4) Product Launch—** One of the main reasons people attend trade shows is to learn about what's new in the industry. Therefore, it is a perfect place to make a big announcement about your company or to launch a new product. What items do you have up your sleeve that you want to showcase to the guests?
- 5) Conduct a planned demonstration/presentation—** Display in your booth a sign of when the next demo will occur. If necessary, make plans to have a small raffle for those who do attend the demonstration, and let attendees know. Come demonstration time, keep it short and to the point. Gather email addresses of those who stop to watch so that you may send them copies of the demo to share with their team, or to those interested in the demo that may be unable to make it to the live presentation. Attendees are more likely to remember an experience rather than a sales pitch, so use these demonstrations to create an experience and get the product in the hands of your prospects.
- 6) Use tools such as tablets, iPads, or videos—** Think of all the things that your product cannot adequately demonstrate on a tradeshow floor. Bring extra tools along to help make your booth more interactive from showing product demos and examples to helping your staff record leads. Looking for something to engage your guests? Make a video mash up of media clips your company has been mentioned in with videos of your products in motion and play it on a loop for passersby to see.
- 7) Check Twitter—** Keep an eye on the event Twitter page to see what's being posted as well as what's taking place at the show in real-time. Don't forget to search the event hashtag to see what attendees are saying about the event and exhibitors too.
- 8) Keep your sales pitch uncomplicated—** Bombarding attendees with an overload of information will surely lead to disengagement and confusion. Be sure to help your staff focus on one main theme and work the rest of their presentation around it.
- 9) Attitude is key—** Be proactive and attentive to the prospects you meet. Remember to transmit a positive and fun vibe to all attendees and educate them by sharing how your product or service will make their life easier.
- 10) Use technology to capture information—** Use lead retrieval tools to efficiently scan prospect data. This will help to ensure information accuracy and improve efficiency for your booth team. More information on lead retrieval tools available may be found at: <http://jspargo.com/leads/leads.aspx>.



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| After the Show |

1) Again, use Twitter— After the event ends, be sure to thank the attendees for coming and stopping by your booth. Use Twitter and other social media platforms to show positivity and excitement in attending the show and speaking with them. Let them know that you had as good of a time as they did.

2) Give feedback— After the event wraps up, meet with your team to talk about your experience. The next time you're in touch with an event team member, let them know what you thought worked well, and what you think could use adjustment. The more helpful feedback we receive from you, the more we can try to improve your experience for the future.

3) Continue with social media— Just because you survived the show doesn't mean you put it on the backburner until next year. Customer service is an ongoing activity that needs to be kept up with, and social media helps to make it a little easier. Remember to monitor what customers and prospects are saying about you every day so that you may answer questions, make amends to product/service problems, and see how you can improve for next year's event!



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