

Tips for Trade Show Success

Hundreds of exhibitors will be exhibiting the TCI EXPO 2019 in Pittsburgh, so how can you ensure attendees will notice your booth on the trade show floor? Start by identifying your TCI EXPO goals, then build a trade show marketing plan using the materials enclosed in this kit. While doing so, reference these Tips for Trade Show Success to ensure your TCI EXPO investment pays off:

Pre-Show

At least 4 to 6 weeks before TCI EXPO, let your prospective and current customers know you'll be exhibiting in Pittsburgh, and invite them to visit your booth. Combine our exhibitor marketing materials with incentives such as discounts or free samples to ensure your booth is buzzing with activity every day of the show. You may also leverage TCIA's digital resources to promote your brand – see our “Think Outside the Booth” for more!

During the Show

Visitors need a compelling reason to visit you. At trade shows, attendees want to see new products and ideas that will help them save time and money. Create original “point-of-purchase” product displays and turn trade show prospects into paying customers.

Post-Show

You can take advantage of your TCI EXPO momentum with a prompt follow-up. Plan your follow-up strategy before the show so other post-show activities don't distract you. TCIA provides exhibitors with a post-show attendee list for FREE. Directly after the show, and a few weeks later, mail follow-up information to the leads you receive. It is up to you to establish a system and be accountable – the longer you wait to follow up with clients, the colder your leads become.

Identify Your Goals

To increase the likelihood of your success, draft a solid set of goals for the show. Identify your reason for being at the TCI EXPO, what you hope to achieve, and how you plan to meet your objectives. In addition to increasing sales,

talking with existing customers and collecting leads, the show is also a research opportunity. Observing your colleagues and competitors will help you to assess your business in the industry and plan your next steps for growth.

Booth Appearance

There are always a few booths that stand apart from the crowd. Create a welcoming space and experience for your visitors, while you entertain and educate them, leaving a lasting impression. Make your company name and images of products the first aspect they see. Tasteful décor, lights, and eye-catching signage go a long way.

Trade Show Team Training

Your trade show staff is your first line of communication with potential customers. Choose team members that are people-oriented, friendly, and trained on how to sell the products your company displays. Make sure your sales team is prepared, professional, and has a clear goal for each day. Your booth staffers should be able to answer technical questions while at the TCI EXPO.

TCI Magazine

Advertising in TCI Magazine is a great way to reach thousands of tree care professionals and invite them to visit you at TCI EXPO. Our Show issue is the largest publication of the year and will be a great way to get in front of attendees at the TCI EXPO. Copies of this issue will be widely distributed during the time of the EXPO. Deadlines appear on the Critical Dates checklist. For details, contact Sachin Mohan at 516-625-1613.