

Tips for Trade Show Success

With hundreds of exhibitors at TCI EXPO 2017 in Columbus this year, 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 prior to TCI EXPO, let your prospective and current customers know you'll be exhibiting in Columbus, 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 Show

Visitors need an incentive 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

Take advantage of your TCI EXPO momentum with a prompt follow-up. Plan your follow-up strategy prior to the show so other post-show activities don't distract you. TCIA will provide exhibitors with a post-show attendee list for FREE. Mail follow-up information to leads directly following the show, and then again after a few weeks. It is up to you to establish a system and be accountable – the longer you wait to do this, the colder your leads become.

Identify Your Goals

Drafting a solid set of goals for the show increases the likelihood of success. Map out your reason for being there, what you hope to achieve, and how you are planning on meeting

your objectives. Remember that in addition to increasing sales, talking with existing customers and collecting leads, the show can also act as a research opportunity. By observing what your colleagues and competitors are doing, you can assess how your business is keeping up in the industry and plan your next steps for growth.

Booth Appearance

There are always a few booths that stand apart from the crowd. To leave an impression on visitors, make your booth a welcoming space and create an experience for your visitors – entertain while educating them. Have more pictures than words, and make sure the first thing people see is your company name and images of your product. Tasteful décor, lights, and eye-catching signage are also helpful.

Trade Show Team Training

Your trade show staff is your first line of communication with potential customers – make sure you choose team members that are people-oriented and friendly, and train them fully on the products they are selling and how to sell them. Make sure your sales team is prepared, professional, and has a clear goal for each day. At least some of your booth staffers should be able to answer technical questions, though you should cross-train when possible.

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. Deadlines appear on the Critical Dates checklist. For details, contact Sachin Mohan at 516-625-1613.