



GREAT LAKES BAY REGIONAL EXPO

TIPS FOR A SUCCESSFUL EXPO

SEE WHO'S
EXHIBITING AT

[www.greatlakes
bayexpo.com](http://www.greatlakesbayexpo.com)

CHANGE YOUR EXPECTATIONS, PERCEPTION AND ATTITUDE!

Trade shows are not a waste of time. Our Expo can be the single biggest sales opportunity you will have this year. It's a chance to meet current and prospective customers face-to-face. This is a good opportunity to meet more people in one day than you might see in an entire month or more. Make it count.

SET GOALS

The expo is a useful marketing tool to help your company achieve their goals. What do you hope to get out of the expo? Set specific and measurable objectives. How many leads do you hope to end up with? Based on your closing rate experience, what percentage of those should end up as sales? Be realistic in setting your objectives. Consider how many workers you will have in your booth. A crowded exhibit should not be your goal; focus on developing quality leads. You can reach your goals by effectively targeting who your prospects are and marketing your Expo participation to them.

COLOR & LIGHTING GRABS ATTENTION

Bright colors are pleasing to our eyes and exciting to our brains. Bright, rich contrasting colors attract visitors to your booth. Be aware of the mood you put people in with the colors you use. Green = nature, Red = excitement, yellow = optimism, black = authority, white = purity, blue = serenity.

A dark, drab booth is not inviting. The human eye is naturally attracted to bright lights. With the right lighting, you can grab visitors' attention and make your booth stand out from others. You can use lighting to focus on a product or use floodlighting to make a space bright and cheery. Whatever lighting technique you use, the warm glow is sure to help you attract visitors.

DOES YOUR BOOTH CLEARLY CONVEY WHAT IT IS YOU HAVE TO SELL?

In a split second, potential customers decide whether they'll visit your booth or move on to the next Exhibitor. The secret to getting their attention is good signage. Design your graphics like an advertisement and make the benefit stand out. Your sign should read like a billboard with a bold message, so when people see your booth for the first time, they know what product or service you have to offer. Most exhibits make the company name the largest graphic; instead, focus on the benefit and you'll attract the right visitors.

Ideally, your sign should answer the question "what's in it for me?" Some sample signs:

Before: McGraw's Business Consulting

After: Small Business Owners- Grow Your Business with a Business Coach

Before: Reliable Janitorial Service

After: Your Office Will Be Sparkling Clean-Guaranteed!

Before: Fun Events, Inc.

After: Make Your Company Picnic an Event to Remember

MOVE IT!

Make something move. Consider having a visual point at your booth, like a PowerPoint show, a TV with a video playing or something moving as part of your display, which will attract a visitor's eyes.

You'll increase your booth traffic by 25% and create a more open atmosphere by moving your tables and furniture to the back and sides of the booth. Your booth will then be open and inviting to expo visitors.

MAKE PRIZES RELEVANT TO YOUR BUSINESS

Don't give away something for free just for the heck of it. Who cares if you collect 1,000 names of people who wanted to win a TV, when your business is selling tools? Try to make the prize relevant to your business so that the entries you collect are from people with a potential real interest in your products and services.

Put the entry container towards the back of the booth so that visitors are forced to cross the "invisible" fence to enter your contest. Many unqualified visitors will eliminate themselves by not entering. To determine if the visitors who entered your contest are a qualified prospect, put your qualifying questions on the contest entry form and require that they be completely filled out to be eligible for the prize. Or you could use business cards and offer to place theirs' into the container after you have talked with them for a few minutes and jotted some notes on the back of the card about potential prospects.

STOP TRINKET GRAB & RUN!!

If you display your promotional items on your counter, many people will walk up, grab a trinket and walk away without even talking to you. Leaving items out for anyone to grab diminishes the value and has little or no memorability factor. The best way to use giveaways is to carry a few with you and after each conversation, give the item as a thank-you gift for visiting your booth. Make attendees "earn" them! With this approach, maybe you can afford a more valuable give-away now that you know they will be given only to those actually interested in your company's product or service. Another approach is to tie giveaways to some form of registration and questionnaire.

GIVEAWAY TRINKETS

Your giveaway should be designed to increase memorability and recognition of your company and of course be something that's useful so that your prospects will keep it in front of them. You could consider having different gifts for different types of visitors. You might have different quality gifts for your key customers, prospects and general passers-by. Consider also handing out a discount coupon or gift certificate to encourage further contact with your business. Remember that your company image is reflected in whatever you choose to give away.

BROCHURES; LESS IS MORE

Having only a few of each brochure out creates a "value" for them. It is also more likely that a visitor will stop and talk to you to request one. Large piles of flyers and brochures could give visitors the impression that no one has taken an interest in your materials. Try to avoid literature racks completely. But if you must, place it away from the aisle to eliminate "stroll and grab" attendees from taking one. Serious prospects will have to enter your booth and talk to a salesperson to get one.

COLLECTING VISITOR INFO

Design a customized lead card or contest entry form that records all the information you need to follow up with a prospect after the show. Make them user friendly, using check boxes whenever possible. Besides the typical contact information (name, company name, address, phone and fax numbers), ask what problems the prospect is looking to solve.

Leave room for your salesperson to note what products/services the visitor is interested in and how the visitor wants your organization to follow up or attach this information to the lead sheet. This additional information will increase your lead quality and allow you to promptly follow up after the show with the best prospects.

MAKE THE MOST OF YOUR LEADS; FOLLOW-UP AFTER THE SHOW IS DONE

This is where many exhibitors drop the ball. Make use of the names you have gathered; send thank you notes, your informational brochures, follow-up on your sales leads and fulfill your promises to send information immediately.