



Preparing for a Trade Show: How to Market your Company Effectively

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Workshop Agenda

- Introductions and expectations
- Purpose of this seminar
- The importance of marketing
- Trade shows as a marketing tool
- Preparing for a trade show
- Attending the trade show
- Exhibiting at a trade show
- What to do after the trade show
- Group marketing exercise
- Summary

- Name
- Company name
- Size of company
- Main product/service offered
- Main market(s) served

- Your expectations
 - 1.
 - 2.
 - 3.
- My expectations: by the end of this seminar you will:
 1. Understand the value of trade shows as an important component of a marketing plan
 2. Know what you need to do before, during and after any trade show
 3. Be able to pitch your product/service to a potential client or investor

Purpose of this Seminar

- Set you up for success at trade shows
- Establish the importance of trade shows as part of an overall marketing effort
- Give an overview of what one can expect at a typical trade show
- Convey the importance of preparation prior to the trade show, professionalism during the trade show, and follow up after the trade show



How/Why Do You Market Yourself?

Define your Strengths

- What are your 3 main competitive advantages?
- Why should a client buy from you instead of your competition?

Group Exercise: the Elevator Pitch

- Work with your partner to come up with a 30-second speech about who you are, what you sell, and the advantages to buying from you.
- You have 5 minutes

Why is Marketing Important?

- To find clients
- To find partners
- To find investors
- To attract good workers/ designers/ managers
- To build your customer base
- To create brand awareness
- To build credibility
- To get into new markets
- To be competitive

Group Discussion/ Case Study

- Company X does contract manufacturing for an Italian company. They are operating at full capacity. They do no current marketing and have no marketing materials because they do not think they need them. They say they need financing to expand capacity.
- How could a marketing program help Company X and why should they do it?

Trade Shows as a Marketing Tool

According to Business Week, trade shows and exhibitions are one of the most cost-effective marketing tools available. One recent survey showed that it costs half as much to close a sale made to an exhibition lead as to one obtained through all other means.

Group Exercise

- Why would you want to visit a trade show?

Trade Shows as a Marketing Tool

- Learn about your market/buyers
- Promote your company and its products
- Meet potential partners
- Meet potential clients
- Meet potential investors
- Sell your capabilities
- Establish your brand
- Educate buyers about your skills/resources
- Learn about your competition
- Face-to-face marketing
- Track trends
- Network

Reasons for US visitors to go to trade shows:

- 25% obligation
- 23% the used to do this
- 15% personal invitations
- 12% publications in special magazines and newspapers
- 9% ads
- 9% mail invitation
- 3% recommendations of colleagues
- 3% other reasons

Business as Usual vs. Trade Show

	Usual Business	Trade Show
How you sell	Various	One-on-one
Time	Normal	Hyper-speed
Environment	Controlled	Uncontrolled
Product range	Full	Select
Display	Store layout	Free range

Trade Shows as a Marketing Tool

Because trade shows generally take place at a single location, have short runs (usually one to three days), and bring together thousands of exhibitors and potential customers, they are a very powerful marketing medium.

The Trade Show Preparation Process

- Establish your objectives
- Establish a trade show budget
- Decide what trade show(s) to attend
- Do research about the trade show
- Prepare marketing materials

Preparing for a Trade Show

Establish your objectives

- Why do you want to go to the trade show?
- What outcomes do you want from the trade show?
- Who do you want to meet?
- What do you want to sell?
- How much demand can you fill?
- Are you prepared to talk about pricing?
- Are you prepared to talk about shipping?
- How will you follow up after the show?

Preparing for a Tradeshow

Expense Items	Estimated	Actual
Registration Fees		
Exhibition fees (if applicable)		
Travel Documents (fees for passports, visas)		
Travel to and from destination		
Incidental travel (taxis, parking, car rentals)		
Accommodation (hotel, meals, per diems, incidentals)		
Hospitality (to clients, contacts)		
Costs of display booth, transport, set-up, dismantling, return transport		
Special equipment for demonstrations or presentations (screens, VCRs computers, slide projectors, overhead projectors)		
Brochures and other printed materials (including design, translation and printing cost) (Note: Suppliers may coop your advertising costs)		
Business cards (translated into local language, reprinted, if necessary)		
Production of samples		
Additional staff (if necessary)		

40% of the US companies that take part in a trade show once do not return back again

In the promotion budgets of the companies trade shows share covers

- | | |
|-----------|-----|
| - USA | 18% |
| - Germany | 25% |

Trade shows on average bring in 20% of new clients

Preparing for a Trade Show

Picking the right trade show

- Know your budget
- Know your market
- Know where the buyers are
- Consider whether you will just attend or exhibit

Selecting the Right Trade Show

1. Background analysis
2. Customer and prospect research/feedback
3. Search trade show industry sources
4. Interview show organizers
5. Analysis/decisions

Preparing for a Trade Show

Find out everything you can about the show

- Who are the organizers and what are their goals?
- Who will be exhibiting at the show? Are they your competitors?
- Who will be attending the show? Are they potential clients?
- Are there other promotion opportunities at the show (parties, workshops, etc.)?
- Are there contacts you can contact ahead of time to arrange a meeting at the trade show?

Preparing for a Trade Show

Be prepared with marketing materials

- Business cards
- Brochures – preferably in English or local language
- Product samples/portfolio
- Web/email addresses
- Information about your country and region
- Know your pricing (and be flexible)
- Know what it takes to ship your product

Preparing for a Trade Show

Logistics and other issues

- Make travel plans well ahead of time
- Get visas lined up, if necessary
- Hire a translator, if necessary
- Leave space in your luggage for materials you will want to bring home
- Line up meetings with potential clients
- Get the trade show program and floor layout ahead of time
- Bring comfortable shoes!

Trade Shows as Marketing Tool

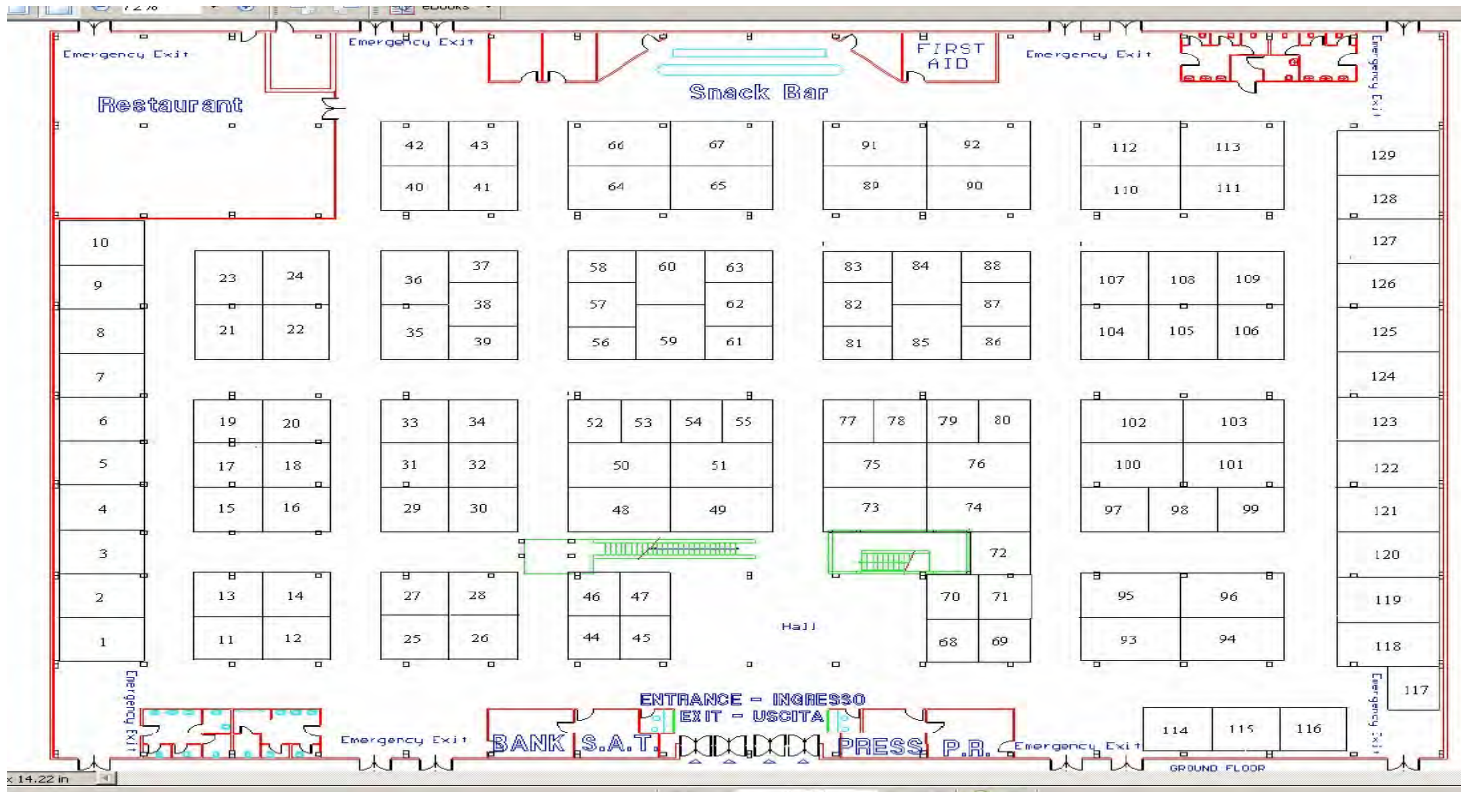
Trade shows are a great place to view the product lines of competitors and network with others. These attractions give exhibitors a highly targeted market of prospects who have pre-screened themselves as interested buyers. It's a win-win for everyone involved.

Attending a Trade Show

Have a plan

- Establish your objectives
- Study the map of the trade show to know what/who you want to see
- Make appointments in advance
- Understand that follow-up after the show is critical
- Qualify your business leads/get business cards
- Be prepared to talk about pricing

Attending a Trade Show





Make a Plan

Attending a Trade Show

Market Yourself

- Identify potential buyers and establish contact
- Talk to people – don't just browse
- Conduct one-on-one meetings at the show
- Hold an event – a party, or a dinner
- Have samples ready to show, if appropriate
- Have marketing materials ready to hand out
- Don't be shy to explain what's special about your company and why your products are worth buying
- Dress to impress

Attending a Trade Show

Learn about your competition

- Walk the floor
- Don't be afraid to visit competitors' booths
- Listen to how competitors are selling themselves
- Learn as much about their marketing as possible
- Identify opportunities for you to compete
- Pay attention to potential clients who talk to your competitors
- What are they doing differently than you?

Attending a Trade Show

- Learn about exhibiting at the show
- Ask current exhibitors about their success with the show
 - Ask current exhibitors about their experience with the organizers
 - Observe booths and exhibits to learn what is successful and what isn't

What to expect from exhibitors

- Exhibitors want to close deals
- Exhibitors don't want to waste time
- Exhibitors will try to “qualify” you

What to expect from buyers:

- Buyers don't want to waste time
- Buyers want to know what's special about you (your competitive advantages)
- Buyers will want specific information

Exhibiting at a Trade Show

- Shoot for a high-traffic location
- Consider sharing a booth
- Elate the senses
- Booth displays should be simple and well-designed
- Qualify visitors
- Fill out a contact form for all qualified contacts
- Staff the booth appropriately – someone to manage the booth, someone to conduct negotiations
- Make sure the booth is staffed with knowledgeable people

Trade Shows as a Marketing Tool

Trade shows provide a unique venue for people with common interests to connect with one another, live and in person. Attendees can learn from experts in their field at a fraction of the cost for a seminar or personal consultation. Exhibitions provide them with a one-stop shop to check out the latest innovations in their industry, compare products and make purchasing decisions.

What to do After a Trade Show

Follow up

- Make sure follow-up activities are budgeted for (courier mail, travel, sample creation, calls, etc.)
- Gather all your business cards/contact information
- Write follow-up notes
- Follow up with potential clients promptly
- Be prepared to fulfill sample or pricing requests
- Set up follow-up meetings, if possible
- Send more marketing materials
- Document lessons-learned in a written report



Group Discussion – Lessons Learned

Trade Shows as a Marketing Tool

Exhibiting at trade shows, expos, conventions, fairs and other exhibitions gives you a unique sales opportunity that can also help you generate new leads, find suppliers, check out the competition, do some networking, and get publicity. In short, you can achieve at one trade show what it would take you weeks or months to do if you stayed home.

Group Marketing Exercise

- Break into small groups for 15 minutes
- Your goal is to come up with a brief marketing overview of a product as a group, describing its origins and benefits, and a plan for visiting a trade show
- You may use one flip-chart piece of paper
- You must select one team member to give the elevator speech about the product

Next Steps

Get your marketing materials together

- Business cards
- Brochures
- Website
- Samples
- Pricing
- Elevator pitch
- Regional marketing package

- Trade shows are an important part of the marketing mix
- Trade shows require a different kind of marketing
- Preparation is essential: It's better not to go to a trade show than to go unprepared. You never have a second chance to make a first impression.
- Follow up is essential



Questions?



Thank you!

Information

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The Booth

Area for samples and area for negotiations relates as 6:4



other possibilities at the trade show



Information

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Statistics of visits

Visitors

- **60 – 70%** visit trade show every year
- **60%** spent only 1 day at the show
average duration is **1.7** days
- **25%** visit not more than **5** stands (after 7 – 10 stands visitor gets tired)
average number of stands attended by the visitor during the show is **11**
- **29%** visits are not planned in advance
- **20%** look through official trade show catalogue
- **70%** information about the market is collected at the trade shows
- **5 sec** visitor pays to the stands moving with the speed 2 m/sec

Information

Staff

- **1/3** only are treated by the stand staff in a proper way
- **70%** of the staff makes small and big mistakes
- **2/3** of the staff is passive
- **10%** of the companies use special training before the show
- **20%** of the staff makes negotiations too long

Evaluation of outcome

(1,7 buyers at 1 sqm of the booth square is a good result