



## The Tradeshow Issue

### All the secrets to help make your tradeshow experience great



When tradeshow season rolls around, Speedpro locations are busy places. In doing so much work for tradeshow clients, we've put together an official "tradeshow issue" of the Vu to address some of the common questions and issues we see throughout Canada.

#### Match Your Goals With the Needs of Customers

Are you considering your target market when you put together your tradeshow plan? Often we put the blinders on and prepare the plan as it suits us - maybe with certain things being easier to do. The goal of a successful tradeshow is to attract prospects, so your space should be built with them in mind.

People attend tradeshows to learn about industry trends, identify suppliers, find products and expertise and to network and

make contacts.

To ensure you get the most from prospects, ensure your brand or product awareness is front and centre. You want to gain sales leads, from either new prospects or existing clients, so make sure you are ready with information to follow up. You also have a chance to be networking, both with prospects and with other vendors. Friendly booths with healthy chatter are more attractive than the alternative.

Finally, your prospects will not only see you, but also your competition. Customer service must be on display at all times.

Focus your approach on aligning with the needs of your target market. Adjust your activities and communication, visual and verbal, to attract those seeking what you have to offer.



## Facts & Figures

### How To Plan For Success

Now that you have identified your approach, here are a few checklist items to ensure success.

#### Planning for Success

- 1) Identify your goals, and make sure you budget for proper execution.
- 2) How will you know if your event was successful in achieving your goals? What quantified measurements do you have in place? What is your definition of success?
- 3) Write your show plan. Include staffing schedules, specific duties, and your concise message that you want consistently delivered by your team.
- 4) Have an open, welcoming booth. Make sure you have some breathing room in your space so people can move through it.
- 5) Will you track leads electronically or manually?
- 6) Pre-advertise your participation. An email blast prior to the event may help their pre-planning.
- 7) Stand out from the crowd. The crowds are usually around the active displays: have a dress code (hats, themed, etc.), have activities, interactive questions, or industry information will attract prospects.

#### Post Event Follow-Up

A key element of pre-planning is post follow up. Here are some tips for after the event has concluded.

- 1) Follow up immediately - while top of mind recall is highest.
- 2) Track your follow up. Gain credibility through personal acknowledgment of a customer request.
- 3) Analyze the results of the event versus your goals. Were you successful, and what can you improve for next time?  
The more engaging you make the tradeshow for your customers, the more fun it will be for you as well.

## Optimize Your Display Space

### Follow these tips to put your best foot forward



Your Speedpro expert can lead you through the many options and visual solutions to make certain your look matches your vision. Our experience in providing tradeshow materials is valuable in helping you put together a booth. Often it can be the little things that make the biggest impact.

#### Be Memorable

First, you want to make sure your branding presence is strong, memorable, and impactful from a distance. You need to draw people to your booth, and you need for them to remember having visited you. It is well worth the effort to have an attractive booth - both to your customer and in the pride of your team working it.

#### Have Great Displays

Second, ensure your product or service is well displayed. If you have a demonstration, make sure there is ample room for it. If you need an area to speak privately, have that available so that other customers can peruse the booth while you are speaking to someone else.

#### Consider Storage

Third, how will you store things? You can cleverly hide materials with some of our tradeshow gear, so make sure you're not creating more work for yourself if you don't have to. A clean, clutter-free booth is a great booth.

#### Be Welcoming To Customers

Fourth, design your area to welcome prospects in, rather than shut them out. Is your area interactive, or barricaded by a table?

#### Technology Can Help

Finally, incorporate technology, such as a video screen or monitor, into the display. If you are themed, tie your message and giveaways to that theme to be consistent and more memorable. Things being attractive and active are recognized by the customer.

Bring your next tradeshow idea to the experts at Speedpro. Let us help you create a floor space that you will be proud to use time and again.

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