



Success

for Promo Product Suppliers

These tips will help you get the most out of your trade show experience.



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Exhibiting at a trade show in the promo product industry is a major investment of money and time, but the connections made and sales generated help your business grow. Trade shows are the best way to interact with a high number of potential buyers face-to-face, and you need to be ready to make the most of it.

Your Guide

- Preshow
- At the show
- Postshow



Your Step-by-Step Guide

Before the Show



Pre-Show Homework

1

Define your target audience. Find out who's attending and who would be a good fit for your products and services. Then, promote the trade show with the same enthusiasm you would if it were your own event.

2

Set up appointments before the show starts. Decide who you want to meet with, including other suppliers, distributor clients and distributor prospects. Give them a call six weeks before the show to see if you can schedule an appointment ahead of time.

3

Schedule activities in and out of the booth. Sometimes taking 15 minutes to catch up over coffee can be just what you need to close business.

4

Get your staff ready so you clearly know what your goals are, how you want to present your products and services, and how you want to set up the booth.

5

Prepare samples and marketing materials. There's no better way to promote your products than to put them directly in the hands of your prospects. Promo product distributors expect samples, so if you don't have any, you'll likely lose customers before you had them.

Look for Sponsorship Opportunities

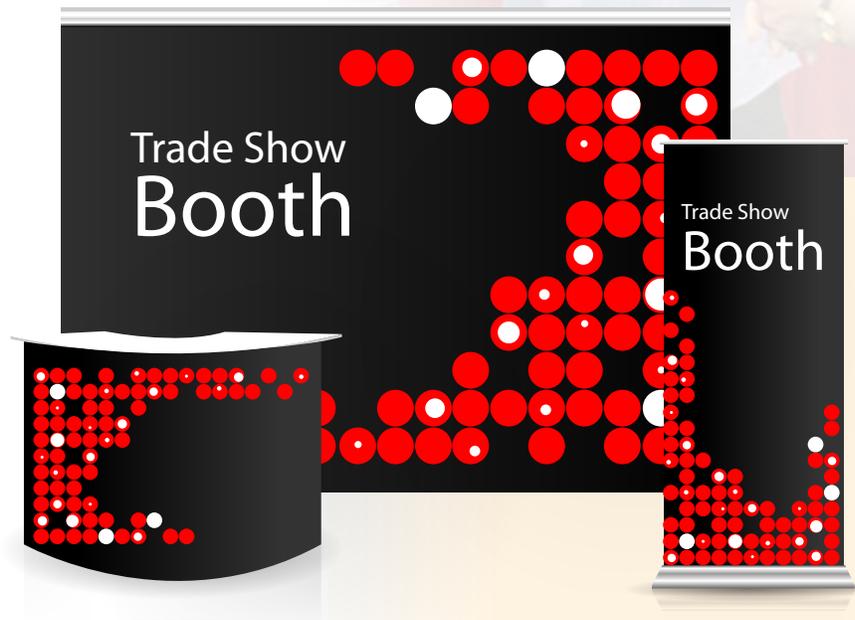
You aren't going to talk to every prospect, but you can expand your reach by sponsoring the trade show. Most organizations have a variety of opportunities to help your brand get exposure. Ask the show organizers what sponsorship opportunities they have, and pick the best one for your product. Great sponsors usually reserve guest bags, so attendees staying at the hotel receive the supplier's sample in a bag upon check-in. Others choose to sponsor different parts of evening events, like an awards ceremony, so they can appear in front of the industry's top distributors.



Your Booth

A few things to keep in mind:

- ✓ Start with a smaller space
- ✓ Use a simple, lightweight display (cheaper to ship)
- ✓ Oversized or heavy displays are expensive to transport and you'll need to pay for help to set up in the exhibit hall
- ✓ Make your space welcoming to encourage people to interact with you
- ✓ Always stand on the outside of your display so you can easily talk to attendees



Your Step-by-Step Guide

Shine at the Show



Engage & Educate Visitors

When people approach your booth, welcome them and talk to everyone – anyone could be your next big client! Instruct your entire staff to be friendly and professional to every person they encounter. Further motivate them with sales contests and rewards for qualified leads and closed sales. All reps should be scanning business cards at the booth for easy access to leads' contact information.

Some tips:

- ✓ Educate attendees on your products and services – don't sell them
- ✓ Offer solutions and provide useful advice
- ✓ Hold quality conversations – don't look for quantity
- ✓ Focus on prospects who are a good fit for your product – don't waste time trying to sell someone who isn't a good fit

Time to Play

Create a sensory experience to establish a connection in the present and leave an impression for the long run. Have plenty of products available for clients to explore. Outside of tangible items, you can include QR codes on sales collateral so attendees can interact through tablets and mobile phones.



Provide Educational Content

Make sure you have useful materials to educate prospects. A handout on the Top 10 Ways to Sell X Product is something the distributor would love to walk away with. You are educating them first, and selling them on your product second. Content marketing is a great way to build a strong connection with prospects, and a trade show is the perfect place to deliver your content.

Your Step-by-Step Guide

Post Show



Competition Isn't Always Competition

Share your leads with other exhibitors who aren't direct competitors and you'll increase your number of total leads. You got 1,500; they got 1,300. Now you have 2,800. 10% or 20% may overlap, but that's OK – you have a lot more than what you started with. Remember, fellow exhibitors can become prospects or great partners.

The Most Important Part of the Show: Post-Show Follow-Up

Respond immediately to all requests and set appointments at or after the show. You need to capitalize on hot leads before they turn warm, and warm leads before they turn cold. Schedule a post-show meeting with your team and clearly outline the follow-up activities that need to take place. While it's still fresh in your mind, regroup and review what you have learned about the show, the attendees and your booth, and share best practices.



ROI stats

How many calls can you make in a single day versus touch-points can you make at a single *ASI Show*®?



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Exhibit at an Industry Trade Show and Grow Your Business!

ASI Show Orlando

January 2 – 4, 2018
Orange County Convention Center

ASI Show Dallas

January 24 – 26, 2018
Kay Bailey Hutchison Convention Center

ASI Show Chicago

July 24 – 26, 2018
McCormick Place



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