

TRADE SHOW KEYS TO SUCCESS



Economic Development & Tourism | Office of Texas Governor Greg Abbott

[Know your Objectives](#)

- Sales
- Overseas representation
- New product launch
- Customer contact
- Marketing intelligence

[Choose the right event](#)

- www.businessintexas.com/about/events
- www.export.gov/events
- Check with trade or industrial association for appropriate events

[Establish a reasonable budget, task timeline, and check list](#)

[Advanced Work](#)

- Research the market
- Translate literature for some markets
- Ship trade literature and/or sample products
- Prearrange appointments to invite key customers
 - ⇨ Existing customers, past attendees & exhibitors, trade association member lists, and online directories
 - ⇨ Give them a reason to visit: New product or pricing
 - ⇨ Call highest priority customers
 - ⇨ Map makes you easy to find (multi-lingual is even better)
 - ⇨ Schedule a meeting place convenient for customers
 - ⇨ Put up notification on website to visit you at the show
- Choose an exhibit company if necessary
 - ⇨ Review portfolios
 - ⇨ Check references

[Staff Selection & Training](#)

- Customer inquiry forms
- Key talking points
- Invite customer into booth

[Marketing plan & Collaterals](#)

- Press release
- Advertise in show directory
- Name tags and useful giveaway

[Prepare your booth space](#)

- Location, location, location - is almost everything
- Showcase your brand and logo for recognition
- Good design makes your booth stand out and to customer inviting

[During the Trade Show](#)

- Don't be busy working on your computer
- Greet attendees walking the aisle and engage them in conversation
- Make eye contact and be welcoming to attendees
- Walk the show floor; see your competition and compatible companies
- Wear comfortable shoes
- Wear company shirt, if it is available, to stand out

[Follow up all trade leads in timely manner](#)

[Measure ROI](#)

- Based on your objectives