

HOW TO ACHIEVE TRADE SHOW SUCCESS



SETTING UP A STAND AT A RELEVANT TRADE SHOW CAN BOOST BRAND AWARENESS, GENERATE LEADS AND CREATE EXTRA SALES FOR BUSINESSES.

WHY TRADE SHOW MARKETING?

RISE IN UK TRADE SHOW ATTENDANCE CREATES NEW OPPORTUNITIES FOR MARKETERS



ECOMMERCE EXPO
26% INCREASE in visitors between 2010 and 2012

LONDON BIKE SHOW, OUTDOORS SHOW & ACTIVE TRAVEL SHOW
18% INCREASE in visitors between 2012 and 2013

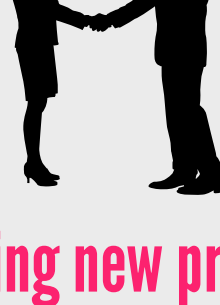
TECHNOLOGY FOR MARKETING & ADVERTISING (TFM&A)
11% INCREASE in visitors between 2011 and 2012

WHY EXHIBIT AT TRADE SHOWS?



9 in 10 marketers say events hold value and importance for their organisations

Event marketers' top goals



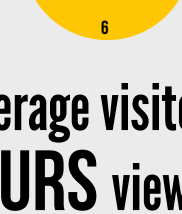
- Sourcing new prospects
- Raising brand awareness
- Meeting face-to-face with clients



87% of trade show attendees will pass information from events on to others



92% of trade show attendees are looking for new products



The average visitor spends **8.3 HOURS** viewing exhibits



81% of trade show visitors have purchasing authority within their organisations



72% of visitors say shows affect their buying decisions

10 WAYS BUSINESSES CAN MAKE THE MOST OF TRADE SHOWS

CHOOSE THE RIGHT EXHIBITION
Know your target audience and identify the shows they're likely to attend

PROMOTE YOUR STAND...
Let potential and current customers know where and when you're exhibiting, using the most relevant channels to reach your target audience.
...but don't overdo it
Constant emails and reminders can irritate prospects

MAKE YOUR STAND ACCESSIBLE
Avoid steps, platforms and desks that could create a barrier between you and visitors

STAFF YOUR STAND WITH THE RIGHT PEOPLE
It makes sense to have staff with the most knowledge about the products you're showing on your stand, as they will be most able to explain products to visitors and answer any questions. Plan ahead to ensure there's adequate cover for these employees back in the office - and also make sure there's always someone 'manning' the stand at the venue.

OBTAIN AND USE LEADS EFFECTIVELY
Make it easy for staff at your stand to collect visitors' contact details and follow up all leads as soon as possible, as contact information can soon become out of date. You could offer a form for prospects to fill in, or simply ask for a business card. You could also use a badge scanner to obtain visitors' contact details.

GET YOUR STAND'S DESIGN RIGHT
Avoid cluttering your stand with products and posters, but don't make it look too empty, either. Ensure all displays are well-lit and positioned at eye-level, and use labels to explain any exhibits that visitors will be unfamiliar with.

SET UP IN THE BEST LOCATION
Try to book a spot for your stand that is near high-traffic areas, such as close to the entrance, by the food area or near seminar rooms.

GET YOUR STAND INTO THE SHOW GUIDE
Most trade shows have a print and/or online show guide that visitors can browse to see who is exhibiting on the day. Make sure you get your details in there well ahead of time!

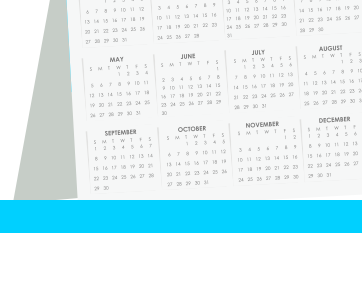
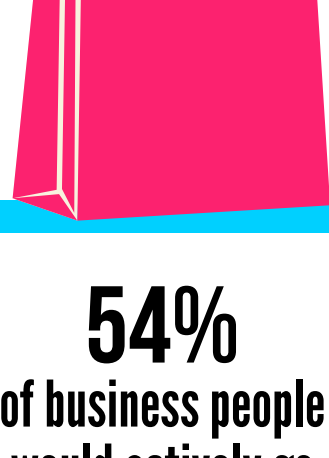
DON'T HARASS PROSPECTS
Visitors will be turned off your business if you bombard them with questions the minute they arrive at your stand. Make eye contact and smile before engaging in conversation, smile before engaging in light conversation rather than launching into a full-on promotional spiel. This will help naturally guide the conversation towards what the prospect is looking for.

ANNOUNCE GIVEAWAYS AND PRIZE DRAWS
Mention giveaways of promotional products that will be available to collect on the day in pre-show marketing materials to help drive footfall to your stand. Using promotional products in this way will ensure prospects have your contact details after the event.

PROMOTIONAL PRODUCTS:

The ideal way to attract visitors to your stand and raise brand awareness

Keep your brand in prospects' minds long after the trade show with the right promotional products.



54% of business people would actively go to collect a useful promotional product

Useful promotional products are the most likely to be kept for at least a year



6 in 10 would pick up a promotional item if they simply liked it



Sources:
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