

# Top **10** Tips for Trade Show Success

1. **Think neatness and visibility** when putting your trade show display together. Use a display board to hang some of your products at customer eye-level to draw them into your display. Make sure your display is organized and tidy; customers will be turned off by messiness or by having to do too much searching to find what they want. Have all your prices clearly marked.
2. **Build the impression of demand** into your trade show display. Customers will want your products more if they think they're in high demand. Place a strategic sold sign on one or two items. You might even leave a display spot empty, giving the impression that you've been too busy to restock.
3. **Pull a crowd to your trade show booth.** Use an interactive display, such as a quiz or game on a computer, a contest draw, a scheduled demonstration; it doesn't need to be fancy to draw people's interest and get them to cluster around your trade show display rather than the others.
4. **Have a stock of promotion items** that you can use as giveaways at your booth. Small items that people can take away and use are best (while being reminded about your business). Be sure you place these items in a location where people will have to walk into or through your trade show display to get them.
5. **Use a prize draw or contest.** Having some kind of prize draw or contest is a great way to collect contact information from booth visitors. You can give away promotion items to encourage people to participate.
6. **Make it easy for booth visitors to get information.** Use signs in your trade show display to give information about prices, minimum orders, shipping costs, or any other basic information they might need to know, to save them the trouble of having to wait to ask when you're busy with another potential customer.
7. **Make sure you have plenty of promotional literature on hand.** You'll want to have a good supply of color fliers and brochures as well as order forms, price sheets and business cards that you can hand out to booth visitors so it will be easy for them to find all the information they need about your business later. You should also have a press kit prepared for the trade media.
8. **Be ready to do business.** Be sure you have a good supply of order forms, pens, credit card slips, or anything else you need to conduct sales and keep track of people's orders.
9. **Actively engage trade booth visitors.** Give people who approach your trade show display a friendly welcome, and let them welcome their questions. Be sure your body language is friendly; don't stand there with your arms crossed over your chest, for instance. "Chat" with booth visitors, and find out what aspect of your business they're most interested in. Be prepared to offer specific solutions to their questions. The trick is to draw them in without intimidating or overwhelming them.
10. **Follow up promptly.** Send out email, regular mail, or make the phone calls to follow up on the contacts and leads you made during the trade show as soon as possible. The faster you send them out, the more your business will stand out from the rest.