



Shirley Tillett Associates Inc.

"Event Management Specialists"

Trade Shows

Do's & Don'ts for the Exhibitor

Exhibitions provide a cost-effective marketing opportunity for exhibit companies compared to the costs of reaching the same number of customers through direct sales.

Exhibiting successfully is more than hard work and luck. It's a matter of understanding this sophisticated marketing technique and planning each show to maximize your resources.

Trade shows can be the most effective way to generate leads, create excitement for your product or service or simply to promote your company's image.

After participating in this session, you will be able to:

- Use trade shows as a marketing technique
- Understand the trade show "Exhibitor Prospectus"
- Identify exhibit booth types and prime locations
- Design the booth
- Manage the booth
- Qualify leads and create a follow-up plan

Following is an outline of topics presented:

- Value of Exhibitions
- What should we know before exhibiting?
- What do you want to do with your products/services?
- What are your goals?
- Where should we exhibit?
- How the exhibitor dollar is spent.
- What should I know about the Exhibitor Prospectus?
- Exhibitor Do's and Don'ts
- Where to locate the booth
- Booth Do's and Don'ts – giveaways & displays
- Leads – Qualifying & follow-up

Who should attend:

Individuals who are wanting to participate in mall displays, exhibitions and private or consumer trade shows.

Presentation Format(s): Luncheon/Dinner presentation; 1 – 3 hour interactive workshop.