

The background of the slide is a golden-yellow color with a dense, repeating pattern of various international currency symbols. These symbols, including the dollar sign (\$), euro (€), pound sterling (£), and yen (¥), are rendered in a three-dimensional, embossed style that creates a textured, metallic appearance. The symbols are scattered across the entire background, with some appearing larger and more prominent than others.

Trade Shows

Best Practices



Trade Shows – Best Practices

We prepared a list of suggestions to ensure the highest return of your investment and a fulfilling social experience.

Before:

- Booth, Promotional Articles, Information, Representatives

During:

- Engaging Attitude, Data Collection and NO-NOs

After:

- Promotional Articles, Raffle Prize, Update Database, Share via Social Media, Follow up, Follow up, Follow up

Trade Shows – Before the Show

The selection of the booth is very important. Make sure you know who your neighbors are, and register as early as possible to obtain the best spot.

Place yourself among partners that network well with your company.

The selection of the team is vital since it is the face that will represent the company!

Step 1 Booth/Promotional Articles

- Selection
- Logo/photos/website
- Storage under table
- Set up one day before
- Articles must be unique, related to business

Step 2 Information

List of registered attendees
Send personal invitations
Identify TOP TEN to impress
Research LinkedIn
Incentives/gifts to visitors

Step 3 Representatives (2-3 per booth)

- Outgoing employees
- Uniforms – dress for success
- Sufficient business cards
- Haircut, shine shoes
- Replace gum with mints

Trade Shows – During the Show

Even though it is a professional event, try to make it as personal as possible.

It is an excellent opportunity to listen to what your customers and potential customers have to say and take advantage of the face-to-face interaction. Introduce business partners that can help them with a specific problem.

Network with other vendors, visit their booths. Some introductions may result because of it!

Step 1 Engaging Attitude

- Stand up in front of booth
- Materials in hand
- Make eye contact
- Use people's name
- SMILE
- Attend seminars, after-parties
- Do not interrupt a conversation

Step 2 Data Collection

- Write on the reverse of business cards
- Rent a lead retrieval device
- Use an app to take pictures of business cards
- Have a schedule to be present in the booth
- Walk the floor and visit with clients

Step 3 NO-NOs

- NO PHONE CALLS
- NO sitting
- No eating
- No hiding behind the table
- No sleeping
- No interrupting/intruding on any business

Trade Shows – After the Show

We cannot stress enough the possibilities of growth based on the **connection** you forged at the show. It most likely will need TLC to blossom into a long-term relationship.

Follow up, Follow up, Follow up!!!

Step 1 Promotional Articles/Raffle prize

- Send articles to people you missed
- Call/email the raffle prize winner
- Make an appointment to hand deliver the prize and take a picture

Step 2 Update Database/Share via Social Media

Update your database/CRM
Connect via LinkedIn with all new prospects
Send hand-written thank you notes
Post/share pictures/Create a slideshow
Post/share pictures of prize winner

Step 3 Follow up/ Follow up/ Follow up

- Follow up with emails
- Follow up with calls
- Follow up with visits
- Follow up with content
- Follow up with Meet & Greet or Lunch & Learns

THEME

- **Theme has the purpose of helping set the tone for the day**
- **Integrate your company message directly into the theme**
- **Convey your brand and stand out from the crowd**
- **Decorate your booth**
- **Join the fun**
- **Engage attendees**
- **Attendees will want to come back the following year**

TRADESHOW WEBSITE

- **Attendees often view the tradeshow website to maximize their experience and time at the floor**
- **Update your company profile on the tradeshow website**
- **List “all” of your services**
- **Include your company contact info**
- **List your tradeshow team as well as their contact info**
- **Upload company videos. Pictures are worth a thousand words**



Encourage Client Attendance

- **Send an invite with every email**
- **How many emails do you send a week? Use your signature as an invite and promote the tradeshow to all of your clients and colleagues**
- **Include your booth number so that they will be sure to find you**
- **Your participation will be seen as a differentiator, taking the time to participate in a professional organization that is all about EDUCATING boards, managers and suppliers – Building Better Communities.**

SPONSORSHIPS

- **Maximize your marketing dollars**
- **Increase your visibility to all attendees**
- **Your support of the organization influences your customer relations**
- **Differentiate your company. Don't get lost in the crowd**



LEAD RETRIEVAL

- **Increase leads for post-show follow up**
- **Capture the contact info of everyone visiting your booth**
- **Have more time to focus on attendees**



IN CONCLUSION

For many, the Annual Conference is seen as the purpose of CAI.

While it may be the most visible and most attended event of the year, it takes months of preparation by dedicated volunteers and CAI staff to make it happen.

Your participation in committees and attendance to events throughout the year will actually make your show presence much stronger because you will have relationships that help drive traffic and open opportunities.