

# Bizology.Biz

The Science of Business Success



## Trade Shows



By

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## Foreword

Welcome! **Bizology.Biz** is here each week to support your business development. My hope is that it doesn't overwhelm you but give you tools that you can use. There may be tools that you don't need right now or perhaps don't have time to implement but that you can use in the future.

The tools do work. And I encourage you to implement them over time. I recently was elected President of the local chapter of a networking group. I sent out a press release. I got coverage in all of the local papers. Then, yesterday, I got a call from a reporter. She said her editor wanted to feature me in her column: "Meet Your Neighbor". The article to appear in a Sunday paper will talk about my new appointment but also about my company, my background and my other accomplishments. From that same press release I also received a call from a radio station. Free advertising, and even more credible than an ad because it's an article and hopefully, an on air interview. Write your press release.

Some folks have said to me, my business isn't like yours: "it's not an information business." Every business that I have worked with has information to share. You can use information marketing to build your business. Articles, Tip Sheets, E-Books, Tele-classes can ALL benefit your business!! They build your credibility, build relationship and continue to keep YOU in front of your client or prospect. It's all good.

Let me know your success stories.

All the best,



### **Why should you never cancel?**

There are many reasons why you should stick with your membership (its great training, and your business will benefit from the work that you do as a result! When you quit and move from one program to another, what do you accomplish? Sticking with this program will keep you focused on working on your business and not just in the business.) There is ONE very important reason to stay in the club – and I want to be clear about it right away – the program works in a sequential way. When you sign up you will receive your lessons in order: 1, 2, 3.... If you decide you don't want to do a lesson and jump back in a couple of weeks, when you rejoin you will start with lesson 1, 2, 3... There is not an option to "pick up where you left off" with this training program. I *\*strongly\** encourage you to stick with the program. It's comprehensive.

Remember, we have a call on the 3<sup>rd</sup> Monday of the month at 1:00 PM Eastern Time – Every month. I will send you the details for the call a few days before the call.

Are you feeling challenged with all of this material? I can help you put it into perspective for your business. Join the Bizology Gold where you receive more intensive coaching and support.

The Inner Circle provides daily coaching support to you for your business specific questions. You can get my personal attention and answers that are geared specifically to you. Confused about how to come up with an article list: ask me. I am constantly brainstorming articles. Press Releases. I have great success with the way I write them and getting responses.

## Introduction

Trade shows can be a great source of new leads IF you participate in relevant trade shows where your target market is. The other key to success with trade shows is in your follow up. Most trade show vendors collect business cards and leads and then do little with them. If you follow up effectively you can convert visitors to customers. Bring out your follow up plan for this lesson as you will be working with it again.

There are several keys to trade shows.

1. Participate in relevant shows
2. Create a professional and attractive display that encourages visitors
3. Have a door prize or incentive for visitors to give you their name , email, phone and address.
4. Consider having a give away such as pens
5. Include brochures, flyers on your table for visitors to take
6. Create an interactive piece that encourages visitors to participate and engage with you.
7. Have a sign up form for visitors that don't have a business card to enter drawing
8. Include a bowl of candy on the table
9. Have a solid follow up plan
10. Be friendly!!!!!!

You might be laughing at number 10 right now. Of course be friendly but I can't tell you the number of people that have shared stories of trade show vendors that were rude to them. So while "be friendly" seems easy and obvious some people forget it and don't do it. If you are not friendly you will lose prospects right there on the spot.

This might be an area that you wait a while on or maybe you have a show coming up soon. This lesson will give you the chance to plan. As you know I believe that when you plan your marketing actions you will have better success.

## EXECUTIVE SUMMARY & RESOURCE PAGE

# Marketing: Expo's, Tradeshows & Displays

### QUOTE OF THE WEEK:

"If you don't get noticed, you don't have anything. You just have to be noticed, but the art is in getting noticed naturally, without screaming or without tricks."  
- Leo Burnett

## Action Plan

1. Identify tradeshows, expos's or festivals where your target market will be
2. Develop Your "Ethical Bribe" for the show
3. Establish a plan for participating in the show including goals, strategy and follow-up
4. Build your display
5. Pick a show to exhibit at

## Resources/Links

### TRADE SHOWS

- ✦ <http://www.biztradeshows.com> Listing of large industry specific trade shows.
- ✦ <http://money.howstuffworks.com/trade-show2.htm> Articles and resources for tradeshows including checklists
- ✦ <http://thetradeshowcoach.com> Susan Friedman is a friend and colleague that provides incredible resources and information for trade shows.

### RESOURCES FOR DISPLAYS

<http://www.flourish.com/>  
<http://www.graphicdisplaysystems.com>  
<http://www.impact-displays.com/>

### TRADE SHOW LISTINGS

<http://www.biztradeshows.com>

Business shows are often offered by the local chamber, networking groups. Check with your organizations.

# Keys to Success

**🔑 : Decide why you are exhibiting:** Prior to signing up for a tradeshow, expo or festival decide why you are doing the show and set your goals. For every marketing strategy you choose you want to have a plan.

**🔑 : Have a plan for attracting people to your booth**  
Give people a reason to visit your booth. Draw them into the booth.

**🔑 : Include your follow-up plan in your goals.**  
Following up with your prospects is essential. Be sure that you have included a follow-up strategy in your plan.

## **WHY DO YOU WANT TO EXHIBIT?**

To make money of course!! BUT, be clear in your purpose:

- Will the show give you exposure to your target marketing?
- Are you introducing a new product or new work?
- Does the show give you continued exposure to existing customers or clients?
- Will the show give you exposure to new leads?
- Do you have the time to do follow-up with the new leads you receive?

## **WHO IS YOUR TARGET MARKET? OR IDEAL CUSTOMER?**

1. What is the pain/problem you solve?

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2. Who is the group of people whose pain you solve?

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3. Is this show a show they will be at? What types of shows will your target group attend?

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\_\_\_\_\_  
\_\_\_\_\_

4. What is your goal in participating in the show?

- GATHER NEW LEADS
- SELL PRODUCTS/SERVICE
- SCHEDULE CONSULTATIONS
- REGISTER PEOPLE FOR PROGRAMS/SERVICES
- \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. You have to decide what you are willing to pay, factor in all of the costs:

Show cost: \$\_\_\_\_\_

Display cost: \$\_\_\_\_\_

Candy Dish: \$\_\_\_\_\_

Door Prize: \$\_\_\_\_\_

Brochures/flyers: \$\_\_\_\_\_

Time: #hours: \_\_\_\_\_ x hourly value: \_\_\_\_\_ = \$\_\_\_\_\_

**Total Cost:** \$\_\_\_\_\_

**# of expected participants:** \_\_\_\_\_

**Percent that will visit your booth:** \_\_\_\_\_

**# of potential visitors:** \_\_\_\_\_

**Cost per lead:** \$\_\_\_\_\_

***Is the show worth the investment??***





## Building your display:

### **BUSINESS EXPO'S:**

Determine what type of display you want  
Research display options  
What is your display budget? \$\$\$\_\_\_\_\_

\*Large format printing can be an inexpensive way of designing a display with large panels of pictures

- ↳ Use lots of pictures, few words
  - ↳ Large print
  - ↳ People won't read long pieces of text on displays you have to communicate with pictures
  - ↳ Attractive, attention getting
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### **FESTIVALS, EXHIBITS**

- ↳ Attractive, inviting
  - ↳ Enough space for people to browse
  - ↳ Variety of priced items to attract all levels of buyers
  - ↳ Plan your display to fit your product/service
  - ↳ Use your colors and branding throughout the display
  - ↳ Prepare an informational brochure to include for people to take
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## What is your attraction factor?

### **HOW WILL YOU ATTRACT PEOPLE TO YOUR BOOTH?**

If your goal is to get new leads you will want to have a way to attract people to your exhibit and get them to exchange information with you.

Create a door prize, something eye catching that pulls people into your area. Have a bowl for business cards and a **form** for people to fill out if they don't have a business card.

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\*Include that people will receive a complimentary copy of your newsletter for registering for the door prize so that you can add them to your mailing list.

**The door prize can be a product or service you provide or it can be a great visual that would be desired by passersby, ie a large chocolate bouquet.**

**DESIGN YOUR FORM:**

What info do you need/want: (the more information you request the better qualified the person is when they provide it)

- Name
- Address
- Phone
- Email
- Qualifying Questions: (these questions further qualify the lead as someone who is interested in your service or product or gives you additional marketing information about them)

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You want to have a form for those folks that do not have business cards. You can also gather more info on a form than the business card gives you. It becomes a better lead source.

# Developing the Expo Marketing Plan:

## TRADESHOWS, BUSINESS EXPO'S, FESTIVALS, FAIRS

### GOAL FOR TRADESHOWS/EXHIBITS/EXPOS'S:

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### WHAT MAKES THE SHOW A SUCCESS?

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### HOW WILL YOU CREATE THAT SUCCESS?

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### POSSIBLE SHOWS:

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**ULTIMATE OUTCOME I OFFER:**

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**TARGET MARKET:**

Is the target market at the show?

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**MY 30 SECOND INTRO/AUDIO LOGO/ELEVATOR SPEECH:**

What are you going to say when you first meet people at the show?? You want to engage them in conversation in order to get their name, number, email...

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**DISPLAY: WHAT WILL IT LOOK LIKE?**

Pictures draw people in but they need to be big. Don't use lots of words and if you do have words make them BIG. People will most likely not come up to your display and read.

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### ATTRACTOR FACTOR:

How will you attract people to your booth:

- Candy
- Pens/pencils
- Giveaway \_\_\_\_\_
- Door Prize: \_\_\_\_\_

### DOOR PRIZE:

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### ACTION PLAN:

Step 1: \_\_\_\_\_

Step 2: \_\_\_\_\_

Step 3: \_\_\_\_\_

Step 4: \_\_\_\_\_

Step 5: \_\_\_\_\_

### WHAT IS THE FOLLOW-UP PLAN?

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1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

## **FOLLOW-UP RESOURCES:**

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## **TIMELINE & PLANNING:**

What is the lead time for the display?

What time do you need to prep brochures/business cards?

Other items for exhibit:

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## **Expo Checklist:**

- Display is attractive and inviting
- Forms for visitors
- Bowl of candy
- Door Prize
- Give away
- Brochures
- Business Cards
- Interactive activity
- Info about upcoming programs
- Show specials: sign up for....and receive special discount....
- Follow up plan in place and ready to implement
- Pens for people to use to fill out form
- Tape
- Extra paper
- Markers
- Easy transport method (wheels are great)
- \_\_\_\_\_

## **This Week's Assignment**

### **Action Steps:**

- ✦ Identify tradeshows, expos's or festivals where your target market will be
  - ✦ Develop Your "Ethical Bribe" for the show
  - ✦ Establish a plan for participating in the show including goals, strategy and follow-up
  - ✦ Build your display
  - ✦ Pick a show to exhibit at
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Planning how expo's or fairs fit into your lead generation strategy is really forward thinking and proactive. Most just show up because they think they should but their plan is weak or non existent. By putting together a plan of action for the expo and a follow up strategy you are far ahead of the game. It puts you in the lead and gives you focus and purpose in your actions. Great job!!!

Enjoy!!

*Donna*