

Six Steps to a Great Trade Show

Trade shows can be a large investment, so make the most of your marketing spend. Here are six tips to maximize your investment.

1. Build a checklist, and stick to it. Your checklist should include everything from the logistics information down to the materials ordered for your stand. The best bet is to appoint one person whose chief responsibility is to make sure everything is carried out to the last detail. Good communication between the GAN Show organiser and the sales staff is key!
2. Promote your company. Prior to the show, send out promotional literature to your clients as well as prospects. Be sure to indicate your stand number and location. About 25 percent of trade show visitors are searching out a specific company. Gan Show invites are available FOC so make the most of this facility.
3. Arrive early. Check out the **exhibition stand** and make sure everything you need is easily accessible and electric has been ordered. Test all computer equipment, lead management systems and any functioning marketing materials. Check out the **exhibition stands** next to yours, and make sure they're not doing anything that will affect your prospective clients.
4. Listen first, talk last. Don't begin by talking about your company to your prospects. Ask them about their company, and stay focused on the qualification process. This allows you to quickly qualify your audience and determine how much time to spend with them. You can even set a goal of how many people to talk to within an hour. Remember that the reason you are there is to meet as many potential clients as possible.
5. Always follow up. Immediately upon returning from the show, send follow-up correspondence to those potential clients. The most common error made by exhibitors is failure to follow up with their potential leads in a timely manner. A quick follow-up phone call allows you to touch base with your potential clients while you're still fresh in their minds.
6. Book for next year. Book your stand for the following year as early as possible to take advantage of discounts available.

