



## Top Three Tradeshow Tips

### *For a Successful Exhibiting Experience*

You have amazing products that you want to promote. . .

Community Futures (CF) Sunrise has helpful business advice to assist you in achieving your goals!

Here are a few tips to keep in mind as you head into tradeshow season! More Q's? Contact CF Sunrise:

**1.877.851.9997 or [sunrise.cfdc@sasktel.net](mailto:sunrise.cfdc@sasktel.net)**

#### ✓ **Set Your Tradeshow GOALS**

You're not alone if you have never set tradeshow goals before! What are they and why are they so important?? Tradeshow goals will help you evaluate your overall performance. You invest time, money and effort into exhibiting. Goal setting will help you evaluate whether the tradeshow was a good investment. Examples of goals: sell \$XX of product, maintain your business image, introduce a new product, recruit new customers who will buy later. Write them down - you'll be amazed at how these goals guide your tradeshow activities!

#### ✓ **Pre-Show Publicity**

Promote to your customer base before the tradeshow doors open! To increase traffic to your booth, send out announcements before the show. Social media, targeted emails and personal phone calls will go a long way to increase the number of clients stopping in. Invite customers to attend the show and see a demo of your product, redeem an exclusive coupon, purchase a popular (and hard to find) product, or enter a draw for a door prize. If they bring a friend, perhaps the prize gets even better!

#### ✓ **Attracting Customers to your Booth**

How you organize your booth can play a key role in attracting customers. Become a customer magnet by considering these simple ideas:

- Smile and greet people - customers like to deal with happy vendors.
- Display demos/samples on your table to invite customers into your booth.
- If you have catalogues, brochures, order forms or business cards, display them for clients to take.
- Have movement and action in your booth. It attracts attention! Live performances, food samples, demonstrations, prize wheels, video displays, and other creative ideas can draw people in because they're curious about the movement, sound or scents. Give 'em something exciting to talk about!