

# MARKETING

## BEFORE, DURING & AFTER THE SHOW

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### BEFORE

#### **Understand the Audience**

Research who goes to the Business Showcase, and who has a booth. Develop your booth and message around your perception of their needs.

#### **Invite your Clients**

Use statements, e-mail, direct mail and phone calls. Let them know you want them there.

#### **Invite your Prospects**

Use e-mail and direct mail. Have your salespeople make a personal invitation. Offer them a free ticket.

#### **Use your Web site**

Advertise your expo participation in advance on your home page. Use social networks and blogs. Update your site so it's fresh when followers visit.

#### **Talk to Vendors**

Encourage your vendors to attend.

#### **Prepare Employees**

Talk to employees about the event prep those working the booth and walking around. Make sure they know types of prospects you are targeting and what the company's goals are for the event.

#### **Signage**

Make sure your signage is bold, visible and professional.

#### **Branding**

Have employees wear branded shirts, if this is not in the budget have everyone dress similar, i.e. red shirts with navy pants.

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### DURING

#### **Simple & Professional**

Keep the message simple. Everything should have a cohesive look, brochures, catalogs, signage; all based on your corporate image.

#### **Point of View**

Look at your finished booth from the view of a visitor, is it clear what your business does, does your booth look fun or inviting?

#### **Business Cards**

Bring plenty, to hand out. Keep hot leads in your pocket with a note on the back with something you talked about at the show.

**Contests/Giveaways**

Should relate to your business, to collect a database of prospects. Make it as simple as dropping a business card into a fish bowl or keep forms short, people do not want to spend a lot of time filling out long questionnaires.

**Activity/Entertainment**

This should also relate to your business, so leads will be warm. Make it fun and interesting.

**Put your Best People in the Booth**

To interact with clients and prospects. Engage visitors with traffic-stopping questions.

**Keep it Clean**

Keep food and beverages hidden. Do not put too much literature out, it looks overwhelming and busy.

**Build a Relationship**

Sell yourself. People want to do business with other people they like and have something in common with.

**Introduce Yourself:**

Prepare a 30 second introduction of your business, add something interesting the general public may not know.

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**AFTER****Have a Plan**

Put one person in charge to keep track of leads and progression of the follow up process.

**Start Immediately**

Contact leads within 2 days, hot leads go cold quickly.

**Prioritize**

Focus on most important leads first.

**Build a Database**

Not everyone will have an immediate requirement. Keep a list and check in with these visitors periodically.

**Offer an Incentive**

Offer a special to show goers as a method to establish a relationship.

**Follow Up**

Personal is better, try not to send a standard letter or e-mail.

**Thank You**

Write thank you notes.

**Make a Database**

Add names to your mailing list and e-mail.

**Fulfill Promises**

Make sure to follow through with promises made during the show.

**Consistency**

Carry on the theme of your booth in your advertising after the show.

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## MAKE THE MOST OF YOUR SHOWCASE EXPERIENCE

Handing out tickets to the Business Showcase can be a great perk for your current clients. It can also provide a networking opportunity with prospective clients. Here are our favorite ways to distribute your complimentary tickets to the Business Showcase.

Hand out to your employees.

Send to clients with monthly invoices or statements.

Give to vendors and encourage them to stop by your booth to experience the showcase.

Give to sales people to distribute while making calls.

Give to potential clients or customers.

Set out for customers to pick-up while visiting your location.

Have a drawing with the chance to win a pair of tickets to the show.

Invite your boss or your boss' boss.

Hand out to family and friends. They might not be good prospects for you, but great prospects for another exhibitor.

Give to non-Chamber members so they can experience a Chamber of Commerce event.

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