

TIPS FOR TRADE SHOW SUCCESS

How can I drive attendees to my booth?

Start by identifying your WestCo Expo goals, then build a trade show marketing plan using the materials enclosed in this kit. While doing so, reference these Tips for Trade Show Success to ensure your WestCO Expo investment pays off:

PRE-SHOW

◆ **Let your prospective and current customers know you'll be exhibiting** in Eagle, and invite them to visit your booth. Combine our exhibitor marketing materials with **incentives such as discounts or free samples** to ensure your booth is buzzing. You may also **leverage Colorado mountain News Media's digital resources to promote your brand. Call Krista at 970-777-3166** to find out more.

DURING SHOW

At the expo, attendees want to see new products and ideas that will help them save time and money. **Create original "point-of-purchase" product displays, and turn trade show prospects into paying customers.**

POST-SHOW

◆ **Plan your follow-up strategy prior to the show.**

IDENTIFY YOUR GOALS

◆ Drafting a solid set of goals for the show increases the likelihood of success. **Map out your reason for being there, what you hope to achieve, and how you are planning on meeting your objectives.** Remember that in addition to **increasing sales, talking with existing customers and collecting leads,** the show can also act as a **research opportunity.**

BOOTH APPEARANCE

◆ There are always a few booths that stand apart from the crowd. To leave an impression on visitors, **make your booth a welcoming space and create an experience for your visitors – entertain while educating them.** Have more **pictures** than words, and make sure the **first thing people see is your company name and images of your product.**

TRADE SHOW TEAM TRAINING

◆ Your trade show staff is your first line of communication with potential customers – make sure you **choose team members that are people-oriented and friendly, and train them fully on the products they are selling** and how to sell them. Make sure your sales team is prepared, professional, and has a clear goal for each day.

PASSPORT TO THE OUTDOORS GAME

The Passport to the Outdoors is a great way to drive attendees to your booth. The engagement at your booth is up to you, but for a nominal product donation, we will bring people to you.

HOW IT WORKS: Attendees as they arrive, will answer a quick survey and then will be given our Passport to the Outdoors card with your logo on it. Attendees must visit all of the booths on the card. Then when complete, they turn their card into the ticket desk and will be entered to win the prizes you donated.

FEATURED PASSPORT EXHIBITOR – \$500 VALUE DONATION FOR ATTENDEE GIVEAWAYS

- Larger Featured Exhibitor logo on Passport Card
- Educational Stage presentation opportunity
- Featured Exhibitor signage provided by WestCo Expo
- Added traffic driven to your booth
- An email opportunity to all participating exhibitors on your products
- Featured ad on www.westcoexpo.com
- Social Media post on WestCo Expo Facebook page tagging your business
- Facebook live interview during event

BASIC PARTICIPATION – \$250 VALUE DONATION FOR ATTENDEE GIVEAWAYS

- Gets business logo on the card
- Added traffic driven to your booth
- Featured listing on www.westcoexpo.com
- Facebook live interview during event

Email KRISTA @ KDEHERRERA@CMNM.ORG or call 970-987-4214 if you are interested in participating in the Passport to the Outdoors

