



Trade shows can be a bit scary, especially for first time attendees. Even for us seasoned veterans at Trade Show Emporium can find them daunting at times. So, here are a few things to keep in mind as you and your company take on a trade show. From pre-show to post-show, we have a few hacks to help you.

DESIGN

When designing your booth, make sure you do what makes sense for you and your business. Make sure you know your budget! Always keep your business' vision, goals and brand in mind. Always remember less is more, especially when it comes to trade show graphics.



PRE SHOW

Before you even start, you must determine a few things. We recommend asking yourself the following questions:

- Does it make sense for my business to participate in a trade show? If so, which one?
Does my business focus on a certain region?
- What is my budget, realistically? Now, what can I get for that budget?
- Do I have an idea in mind of what I want the booth or display to look like or do I need a professional's help?
- Who will man the booth at the trade show? Who will do the best job representing the company?



Once you have thoroughly answered the above questions and you have your booth, your trade show and your team picked out, you can make your trade show plan of attack. Write out your trade show plan and include the whole team in a pre-show meeting. Include social media! Who will be in charge of what and on which platform you would like to focus. Make an itinerary and stick to it, for the most part. This will help you and your team to not feel overwhelmed. Make a list of goals for your team such as how many leads you want to gain.

Also, make sure you research your competitors thoroughly before the show. You should already do this, but especially before a trade show event when, presumably, your competitors will be present.

SHOW

Make sure you greet all visitors to your booth! This is very important. It makes them feel at ease and more willing to talk to you about your product or idea.

Social media is most relevant when it is up-to-date so make sure you are posting relevant and interesting tidbits for your followers or fans.

Don't forget to have fun! It is a big social event, after all. So... make new contacts and enjoy yourself.



POST SHOW

Remember all of those goals and plans you wrote down before the show? Here is where they come into use.

Just like before the show, sit down with your team. Discuss what worked and what didn't and what goals were accomplished and what goals weren't. Make sure you write all of this down as well. It will help you immensely when you go to plan your next trade show.

Also, take a look at your booth itself. How did it hold up during the show? Do you need new graphics?

Take a look at your successes and your failures of the show. Evaluating people who worked the booth is also a good idea. All of this puts you in a better position for your next show!

