

Chapter 1 : A Trade Show Survival Guide | Caster Communications

Trade Show Survival Guide Timothy Patterson, author of "Tradeshow Success: 14 Proven Steps to Take Your Tradeshow Marketing to the Next Level," explains what exhibitors are doing right - and what they're missing.

Here are our best tips for making the most out of your time in Las Vegas next week. Who needs to attend the show? It might not be just the high-level managers and decision-makers in your company. Check out their websites and winnow down your list to a manageable size. Download the show app. Download it now and get a feel for it before you head to Las Vegas. The floor map in particular has some useful interactive features: Bring a roomy, comfortable tote bag or backpack that you can stuff with giveaways and literature without cutting off the circulation in your arms. Pack a few pens and a notepad; a stack of your business cards; hand sanitizer, to ward off the post-trade show flu; and a snack and reusable water bottle, to avoid a miles-long hunt for overpriced vending machines. Grab a paper map or pin destinations on the World of Concrete app, and figure out your route for the day. Wandering the floor aimlessly or zig-zagging between show halls is a recipe for leaving the event overwhelmed and empty-handed. The floor plan is organized by product and service, so you should be able to work out a circuit that hits all your destinations without any backtracking. But do budget time to stroll around and browse after you visit all your must-have stops – a lower-profile exhibitor might end up pleasantly surprising you. Take it from us: Instead, take advantage of the free shuttle bus service or discount monorail tickets to get to the trade show from your hotel. The first and last couple hours of World of Concrete are the worst times to drop by a booth unannounced. Exhibitors will be distracted with working out any final kinks in their set-up, or tired and ready to pack up. Leave room for happy accidents. Chat up fellow attendees, keep your eyes open, and go with your gut. Wear your name badge, take business cards, sign up for e-mail lists, and carry away every piece of relevant literature you can get your hands on. If you prefer to travel light, ask for brochures or pamphlets to be e-mailed to you. When you get a business card, always jot down a few key notes for yourself on the back – what is this person offering? What did you discuss? What are your first impressions? Be sure to expand on any notes at lunch or at night in your hotel, while all those conversations and faces are fresh in your mind. Be sure to follow up with your most promising leads in the next weeks. See you in Vegas.

Chapter 2 : 10 Trade Show Survival Tips For Fashion Designers – American Fashion Podcast

Matt has published three books: his new eBook: The Top 99 Tips to Trade Show Success, "Trade Show Survival Guide and Do It Right in Front of an Audience. Prior to offering his own services, Matt was a marketing executive at Xerox Corporation.

Survival guide to wine trade shows Share Survival guide to wine trade shows Share by WSET Global Trade shows can either prove to be the highlight of your year or a disastrous waste of time – it all depends on how well you prepare for them and how you behave when you arrive. For every visitor suavely working the room, tying up big deals, smiling brightly and catching up with old friends, there is a flustered visitor with sore feet running late for meetings and wishing they had stayed at home! We spoke to seasoned trade show visitors from across the wine trade – taking in organisers, exhibitors, buyers and the media – to get their top tips on how to ensure you are in the former group rather than the latter and not just survive but thrive at trade shows. Organisers Trade show organisers are desperate for exhibitors and guests to get as much out of the event as possible to ensure the long-term health of the show. They are therefore often a great resource when it comes to gaining tips on how to succeed at a trade show. Do your homework and arrange meetings in advance. Thus when asked what visitors should include in their toolkit, it is hardly surprising that the first thing Berleemann mentions is suitable shoes. The wine world is here, so take advantage of it. With clear objectives and a schedule or timeline, you can visualise how your day will unfold, which also serves to free you up to seize upon unexpected opportunities as you go, more so than if you just wing it. Keep an open mind and an adventurous palate. Wine Australia runs stands at various trade shows, hosts its own events and works with its various producers to ensure they have the best chance of securing listings with buyers on the back of the shows. This planning encompasses everything from stand design, logistics and travel arrangements to organising additional events at the show, such as masterclasses, feature tastings or focused events after the show closes. Targeted PR and communications around the event are important to announce our presence and attract attendees to our stand. A detailed events plan and timeline designed specifically for each trade show enables us to ensure we are fully prepared for each event and that everything runs smoothly on the day. Depending on the show and location, objectives can vary from establishing a presence in a new market, engaging with graduates and alumni or driving student registrations to local course providers. Planning and communicating our plans in advance with our existing stakeholders is crucial. Buyers Bill Rolfe, Chairman of 10 International, is a trade show veteran and advises anyone attending one to do their homework beforehand. There are potential customers everywhere. You have to be open to talk to strangers. You have to start with a casual, friendly approach and then you find common ground. Try not to be influenced by wine critics, medals, price, labels or what your neighbour says. Come in with an open mind to tasting. Know what your customers want, not just what you like. Jimmy Lim, buyer for Cellar Door in Singapore, believes you get the most out of a show if you do not prepare too much. Consumers are tired of the mass brands so you need to find something a bit different. I just go along and see what I see. It is a rare situation in that so many important and influential people in the wine and spirits trade are under one roof. Masterclasses can also be a great source of content. For others, trade shows are a unique opportunity to experience the wine world in action. Take comprehensive notes using the Systematic Approach to Tasting and be disciplined about setting aside time to review your notes after the show.

Chapter 3 : Survival guide to wine trade shows | Wine & Spirit Education Trust

In our list of trade show tips for exhibitors, find out what to bring and how to plan, so you can concentrate on finding new business and making more sales. In our list of trade show tips for exhibitors, find out what to bring and how to plan, so you can concentrate on finding new business and making more sales.

Conferences and industry trade shows are an essential part of the wonderful world of teeth. But if attendees are not careful, the long hours and compelling need to see everything can turn trade shows into an overwhelming nightmare. Get the most from your trade show investment and keep your wits intact. Here are a few guidelines to help you navigate through the masses. Register early The entry process can be frustrating. Make sure your credentials are in order to avoid problems with paperwork. Book your transportation and accommodations early to get the best deals. Explore the trade show website Conference websites are filled with good planning tools. Create your itinerary before you attend. Download the show app The bigger shows offer free mobile apps for iPad and smartphone users. Apps offer attendees easy access to schedules and speaker information, exhibitors, and alerts. App users can search courses, download course materials and find exhibitors by name or product category. Some apps have exhibitor hall maps so you can find your destination. Take advantage of social media Use your Twitter and Facebook accounts to follow updates on your favorite exhibitors. Many companies tweet and post giveaways, prizes, and show-only deals throughout the day. When you arrive at the show, determine the most common show-related hashtags for an easy way to search for the latest tweets. Plan your route Save your energy. Print a copy of the exhibitor hall floor plan. Identify the ones you want to visit and draw a walking route. Target the areas where the aisles are less crowded. Know your badge Make sure your information is correct see rule 1. Exhibitors may ask to scan your badge, which you may allow or decline. If you allow them to scan, all of the information you provided when you registered for the trade show is shared with the exhibitors at the end of the show. You may also politely decline and offer your business card instead. Bring a camera Use your smartphone or camera to remind you of items you might want to purchase, but ask if you can take pictures first. Involve your team Talk with your team about ways to improve productivity at your practice. Use their eyes to spot the latest technology on the exhibitor floor and in C. Ask them to report their findings to you by the end of the show so your practice can take advantage of trade show specials. Bring cash Many food booths and catering trucks do not accept credit cards. Stay hydrated Trade shows are a good work out. Buy an extra bottle to keep in your tote bag. Bring extra business cards You have the opportunity to speak with lots of people. Be ready to cultivate new relationships and build your industry circles. Carry the extra cards in your badge holder for easy access. For women, this may mean shoes with shorter heels and a wider toe box. For men, wear a pair of soft leather shoes that have been properly broken in. When speaking with an exhibitor, step into their booth and away from the aisle. Take advantage of the comfy padding many exhibitors put down under their carpet. Have downtime Trade shows often run for consecutive days. Relax in your hotel room with your favorite music. Take a long bath or at the very least soak your feet for a few minutes. Pack a Zip-loc of aroma-therapy bubble bath or epsom salts in your luggage. Have fun Trade shows are a lot of work. Remember to reward yourself by scheduling lunch or dinner with friends. Enjoy your next trade show. Please share any of your own dental trade show survival guide tips in the comments below.

Chapter 4 : Dental Trade Show Survival Guide - BIOLASE

Below is Part 3 of our Trade Show & Exhibition Survival Guide with some handy tips for presenting your products and services while at the show. Presenting Your Product And Service Trade shows are a great way of targeting lots of customers in a short space of time, make sure you have a polished pitch that highlights the benefits of your service.

Attending MAGIC is literally the most overwhelming, yet rewarding experience that any current or aspiring boutique owner could have. Before we dive in, open a new tab so that you can watch my two videos about my Magic experience on my YouTube channel. Take a buddy I should have taken someone with me when I attended Magic. You need to choose someone who knows your brand and the style of merchandise that represents your boutique. Take someone with you who you know will be dedicated and focused on the task at hand. The two of you should split up and plan to get back together at a set time. Your partner is not going to be purchasing anything, but simply doing research on what is out there. Make sure that they take photos and take notes of who sells what. You can even give them a list of questions to ask which you can find below. Registering to attend Magic opens the door to discounts on hotels, webinars and tons of other learning materials. As you prepare to attend Magic you need to prepare your buying plans. What do you want to buy and how many of them do you want to buy? What colors do you want to buy? Do you plan to buy accessories? If so, what kind? Are you buying shoes? If so, what styles? There are tons of questions that you need to ask yourself. Magic will put out a list of vendors that will exhibit at the trade show. Find it and research the vendors. Eventually there will even be a map that shows where all the booths are located. Not having a plan is definitely going to set you up for not only being overwhelmed, but possibly making some terrible buying decisions. This is NOT the time to be spontaneous! Create a Detailed Budget Now, I know some of the big questions you may have are in regards to money. You have to decide how much you want to spend. How much money do you think you can make off of the items that you plan to buy? You have to be realistic with yourself. How much you spend is truly a personal decision. I would say be honest with yourself. Think about how easy or how difficult it might be to sell a particular item. Pick a number and stick with it. My Drafted Budget Prior to Magic 4. Attend the Seminars So, the seminars were my favorite part of the trade show. I told my boss that I think I did more learning than shopping. Honestly, I think attending those seminars was one of the best business decisions I made all year. Attending the seminars will also fall into your planning. A schedule of seminars will be released prior to the start of the trade show probably via e-mail and on ubmfashion. Use that schedule to plan your shopping days. Make time for shopping and time for learning. Take note that some of the seminars occur twice and on different days. They also may take place in the opposite convention center. So, make sure you pay attention to detail and plan accordingly. Ask the Right Questions You will meet with a ton of vendors. This is not the time to be shy. This is the time to do business. These vendors are here to take as many orders as the can as well as find ew customers. So, they will be more than happy to answer your questions. Some of the questions you should ask include: How do your pre-packs come sized? Do you allow open sizing? What is the delivery date for this item? What is your policy for damaged items? Do you have a minimum order quantity? How do your sizes run? I do it every time Here are few things to bring.

Chapter 5 : Attending Magic: How to Survive a Fashion Trade Show

Find helpful customer reviews and review ratings for Trade Show Survival Guide: A Tongue-In-Cheek Sales Handbook: Training Made Fun at calendrierdelascience.com Read honest and unbiased product reviews from our users.

Simply taking a trade show booth is highly unlikely to result in sales. Identify the top 40 boutiques that you want to see your designs in. Use email, social media, store visits, cookies, whatever you can. You want to be near the door or the food, but not at the end of a row. If you register with other designers, you may be able to get a group discount. Re-contact all the buyers on your list and let them know where you will be. Even though you should carry the bulk of the hours, you will need breaks. Network your brains out and take tons of photos to share. Encourage the brands you meet to do the same for your brand. Make contacts and stay in touch. Close to half of all brand collaborations start with meetings at trade shows. They rarely find designers who understand their lives; be the exception. A little hospitality goes a long way. Solicit feedback, and as soon as the person is out of sight, write what they said down and attach their name to it. Thenâ€¦ follow up, follow up, follow up. Nothing impresses people more than having what they said remembered. **BONUS TIPS** You should bringâ€¦ business cards, disposable pens, markers, tape, a power strip, a stapler with extra staples, a notebook, paper, a laptop or tablet, trash bags, zip-lock bags, and for the sake of all humanityâ€¦ caffeine. You should probably not be on the phone or social media if you are the only person in your booth. Lighting can really transform a booth. A simple lamp can do wonders for grey walls.

Chapter 6 : World of Concrete Our trade show survival guide

The words "trade show" can elicit cries of joy or grumbles of dread. I am in the joy camp, and, in the four years since starting Pura Botanica, have learned to embrace the educational and networking opportunities that each trade show presents.

Chapter 7 : Trade Show Survival Guide: Set-Up Part 1

Here's our survival guide for trade show attendees It's right around the corner, and it can pass like a whirlwind if you let it. World of Concrete is the event of the year for concrete and masonry producers â€” attendees this year will rub shoulders with some 55, industry professionals, jockey for position at the booths of over 1,

Chapter 8 : Trade Shows { A Survival Guide } â€” STYLE

Make the most out of your trade show experience with the Club OS Trade Show Survival Guide.