

TRADESHOW MARKETING DIRECTIONS

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FEATURE: 10X10 OR 20X20?



EXHIBIT PLANNING AND BUDGETING – MAKE IT PAY OFF!



Exhibiting at trade shows is a big investment of time, effort and money. It needs to pay off in measurable results. What makes trade shows so appealing as a marketing tool is the ability to conduct face-to-face marketing, to design a display that reflects well on your brand image and to staff your exhibit with your best representatives. Where else can you find so many potential customers in person in one place? The Center for Exhibition Industry Research (CEIR), in their study, Purchase Process and Customer Relationships, found, "The 'sweet spots' for exhibitions lie in the pre-purchase and post-purchase relationship management phases. More than a majority of exhibitors and attendees assign high importance to interacting face-to-face at exhibitions at all pre-purchase stages. Many attendees also place high importance on interacting for the purpose of maintaining relationships with vendors after they buy, with 63 percent of attendees assigning high importance and 76 percent of exhibitors. [READ MORE](#)

WHAT TRADE SHOW EVENTS ARE BEST FOR YOU?

So you have been exhibiting for a while or just started - the investment is big - so you want to make sure you are attending the right trade show events. According to the Center for Exhibition Industry Research, closing a lead generated from a trade show costs 62% less than a field-originated lead. This is a GREAT deal as long as you get in gear and plan for your next trade show opportunity properly! Trade shows, conventions, other exhibitions give you a unique opportunity to generate new leads, find new suppliers, check out what the competition is doing, network and other great advantages you wouldn't get elsewhere. But, if you want to effectively accomplish all these things without wasting your time, you must plan carefully. [READ MORE](#)



MODERN WAYS TO CRUSH YOUR COMPETITION



There are hundreds of companies at trade shows vying for your audience's attention. They distribute branded items, talk about their products, and do everything possible to scan attendees' badges with lead retrieval scanners. Most companies use the same trade show tactics as each other, and attendees eventually forget who was who. But there are other, smarter ways to strategically approach trade shows that will make you stand out from other companies and competitors and stay on attendees' brains long after the event is over. Here are 8 awesome suggestions to help your business stand out at the next trade show and make a lasting impression on event attendees. [READ MORE](#)

CONTACT

phone: 877.730.5300
www.thetradeshownetwork.com

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