

The Different Mindsets of a Tradeshow Attendee

The Vision Expo West Edition

You go to tradeshows for a number of reasons, and each one requires you to slip in to a different mindset. With Vision Expo West right around the corner, we thought we could help you prepare! Will you be shifting your mindset from ECP to any of these roles at the show? How many have you played in the past? It's hard out there for a tradeshow attendee!

SCHOLAR

Sure, some may call you a teacher's pet, but you are serious about continuing education! From CE courses to seminars to lectures - knowledge is everywhere - so soak it up, Brainiac! If only you had this thirst for learning in the college years...



EXPLORER

Armed with a sense of adventure, you journey from your hotel to the convention center, and all throughout the exhibit hall. Maybe you'll discover something new for your practice, or perhaps you'll stumble upon a celebrity appearance. There's no limit to what you might find, so start walking.



DETECTIVE

You hit the show floor looking for the facts (just the facts) to bring back to your team. You view demo after demo, you collect brochure after brochure, gathering the evidence you need to make a solid case for a service or product you like for your practice.



SHOPPER

It's time to shop 'til you drop! Whether it's frames you need, or a new practice management system, or state of the art equipment, or business services, or accessories...you name it and it's available in the exhibit hall. Get ready for some retail therapy.



FASHIONISTA

Last season's frames? As if! It's time to get the scoop on the latest and greatest in frame fashion at the show. Don those dark sunglasses and head to the runway, Fashionista. It's time to decide what's in and what's out!



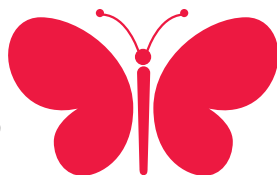
PILLAGER

Gatherer of pens, collector of bags, picker of giveaways! You'll have no less than one of everything. Your bounty of branded goods will thrill your practice and supply your staff for years to come (or until the next show).



SOCIAL BUTTERFLY

You aren't just here to see, you are here to be seen too! Networking events, happy hours, parties, and dinners are your post-show destinations.



JUDGE

You let the vendors plead their case, and after careful deliberation, you deliver your verdict. You'll rule in favor of the things that are suited for your business and sentence the rest to a lifetime without your practice.

