27 Customer Attraction strategies for your trade show booth.

Pre Show Planning:

1. Commit early and secure a booth space that has traffic or is strategic for your company.
2. Consider sponsorships. Many times show management can negotiate price or a package, especially if they have not sold a sponsorship before. Get creative, invent a sponsorship idea.
3. Invite all prospects to your booth weeks before the show, and the week of the show. Know all the rules: booth rules, facility rules, and union rules.
4. Create “The Plan Binder”. Bring your documentation/graphic files, commercial invoices on a memory stick or store in the cloud / Dropbox in case your show binder gets lost.
5. Have your “Thanks For Visiting our Booth” email blast ready before you leave for the show.
7. Create a special “Invite Only” event at the show, in your booth, after show hours.
8. Plan your booth space to make it open; do not close it up with tables and displays.
9. Consider a contest, but don’t create unwanted traffic that won’t ever buy your product. It is a waste of your time, money and energy.
10. Speak at the shows. If there is no speaking offered, pitch or start a speaking event.
11. Consider double-underpad under your carpet for your employee and customer comfort.
12. Do something cool with the colors in your booth or carpet or flooring application. Make it memorable and easy to spot.
13. Make yourself easy to find from far away. Hang an overhead sign, or something that looks like an overhead sign. Remember to check the rules.
14. Use lighting to light your parts, graphics, and overhead sign.
15. Make your booth set up, furniture, flooring or decorations memorable.
16. Reduce text on graphics. People don’t read booth graphics, they scan. Use customer testimonials in your booth, print them on your graphics or your back wall. Plan your graphics for multiple uses.

At The Show:

17. Look busy! People love busy trade show booths and will try to find out what’s going on in your booth and why it is so busy.
18. Practice good Boothmanship. Use open body language and be attentive and approachable. Say hello, shake hands and ask open style questions. No eating or drinking in the booth. Cell phones off. Look crisp, smart, professional, shoes shined, shirts ironed and remember to smile :)
19. Use social media to drive traffic to your booth, have a twitter contest and a unique hashtag.
20. Popcorn at about 2 PM is great to attract people and smells awesome.
21. If you are giving away premiums, remember the value exchange. Don’t give away swag for nothing. No exchange, no value. Make your premiums around your value proposition, be memorable, but not cheap. High perceived value is best. Keep some high value premiums for exclusive clients or premium prospects.
22. If you see a good idea, take a picture. Borrow and improve upon ideas that you see on the show floor.
23. Bottled water, coffee, cookies, hand sanitizing lotion and mints are great things to have around for your prospects, employees and clients.
24. Remember to work the show. Your fellow exhibitors could be your future customers and partners.
25. Most brochures get thrown out and are expensive to ship. Bring a few and mail out the rest in a follow up, direct-mail campaign.
26. Display business cards in the case prospects do not have time to talk to a salesperson.
27. Offer value first to your booth visitors.

Post Show bonus ideas:

28. Follow up with all leads within 72 hours. Remember that all leads are not sales-ready.
29. Create a system for nurturing those longer term prospects.
31. Be a Trade Show Rock Star.

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