



Tips for Marketing Your Exhibition Stand – How to make the most from your presence at Austech

1. Pre-show planning

Consider What You Want to Achieve

- Generate leads
- Close sales
- Introduce or test a new product or product features
- Solicit new distribution channels
- Gather competitive intelligence
- Enhance existing customer relationships
- Demonstrate a technically complex product
- Develop product awareness
- Outshine the competition
- Establish staff expertise in the industry
- Increase market share.

Set Specific Objectives

1. Set realistic objectives
2. Plan a strategy and a budget
3. Determine resources necessary to achieve objectives
4. Establish methods for evaluating results
5. Train staff
6. Integrate publicity and promotion plans
7. Use AMTIL and its resources effectively
8. Prepare post show strategy and follow up leads after the show.

Benefits of Pre-Show Promotion & Publicity

- Encourages visitors to put you on their list of companies to see
- Provides a reason for sales contact and a timeframe for response
- Helps pre-sell prospects
- Differentiates your company and products you'll be launching at the show as well as new features, applications, etc.
- Enhances existing client relationships and loyalty
- Generates free editorial coverage
- Produces enthusiasm and anticipation for the event
- Creates awareness for your company.

Utilise the artwork provided by AMTIL to promote your presence at Austech:

- Use it in your email signature
- Add it to your website
- Reach out to your contacts via email and let them know you'll be at Austech.
- Sent a letter inviting your customers and prospects to visit you at your stand at Austech.

2. At the Exhibition

Selecting the Right Staff

The more visible your presence at the show, the more visitors you attract to your stand, BUT, your success depends largely on the collective talent, product knowledge and energy level of the sales staff at your stand. Take the time to select the right exhibition team, and then train them on what the company hopes to accomplish at the show.

Once you've selected your trade show team, you must plan how to schedule and motivate them for peak performance and to obtain excellent results.

Staff Briefing

In addition to general sales training, all stand staff should be fully briefed *before* the event on what they'll be required to sell or communicate and to whom at the show.

Your Key to Successful At-Show Sales

Attitude

- ✓ Be inviting - make sure visitors know they're welcome
- ✓ Be enthusiastic about your product and company.

Professionalism

- ✓ Dress professionally with comfortable shoes
- ✓ Wear your badge on the right (because you shake with your right hand)
- ✓ Use breath fresheners
- ✓ Keep the stand clean
- ✓ Remember, you represent the company
- ✓ Be professional even after hours - if you are near the exhibition area.

Non-Verbal Skills

- ✓ Have approachable body language - good posture, hand out of pockets, a smile
- ✓ Keep moving in the stand
- ✓ Don't sit in the stand
- ✓ Don't cluster around with other staff
- ✓ Don't pounce immediately - give visitors time to focus on a particular item and yourself time to plan a suitable opening question
- ✓ Don't look bored or disinterested
- ✓ Don't "stand guard" on the edge of your stand with your arms folded - passers-by will be reluctant to step into your stand if they feel they have to "get past" someone to do so
- ✓ Don't read, eat, drink, smoke or talk on the phone in the stand. Take breaks elsewhere.

Knowledge

- ✓ Know your product - applications, specs, features, benefits, availability, price
- ✓ Know how it compares to the competition
- ✓ Keep a reduced, pocket-sized product price list for easy reference
- ✓ Know the locations of restrooms, lounges and eating areas.

Ability to Engage Visitors

- ✓ Use keen observation skills
- ✓ Welcome visitors in the aisle who make eye contact, look intensely at your product or exhibit, or watch your demonstration
- ✓ Be quick with engaging comments and don't say "Can I help you?" ask open ended questions that demand an informed response and which will enable you to pursue the conversation further
- ✓ Call prospects by name
- ✓ Invite attendees to watch a demonstration, or meet with them after a demonstration.

3. After the Show

"Industry statistics report that eight out of 10 exhibitors NEVER follow up on a trade show lead. Don't fall into this trap. Make a point of calling back each one of your qualified leads, or the entire effort could have been worthless."

Steps to Effective Follow-up

If sales leads are to be followed up efficiently and converted successfully you will need to take the following four steps:

1. Prioritise leads according to urgency
2. Follow up leads immediately
3. Pursue leads on an ongoing basis
4. Track leads to provide a measure of return on investment.

Make sure sales people continue to follow up on leads inquiries and requests for information for at least 12 months after the show. Sales within the first three to four weeks represent only one-third of the potential response from a trade show, according to CEIR. Many exhibitors lose the additional two-thirds of sales that can take place up to 24 months after the show due to a lack of follow-up.

"Exhibition leads are HOT leads - providing they are properly qualified, they are some of the hottest leads you can get."

Most exhibition leads take anything between three and eight months to come to fruition - those involving the purchase of capital equipment, high tech or other high cost items can take much longer. Thus, in many cases, it is not enough just to follow up immediately. You have to follow through until such time as a sale is concluded or the lead dries up.

The Value of Post-Show Promotions

While you cannot rely on prospects to call YOU, you can increase the chances of their doing so by remaining visible within the marketplace after the event. Advertising in trade magazines will remind prospects of your products and services in the weeks and months after the show, and help to ensure that when they are in a position to purchase, they purchase from YOU. This will include all prospects that visited your stand but failed to leave their details - no matter how efficient your stand staff are, there will always be some visitors who slip through the net.

Keep reminding your prospects with advertisements, direct mail, phone calls and appointments.