



TIPS FOR TRADE SHOW SUCCESS

IN ADVANCE OF THE EXPO:

- Prepare a written plan, including:**
 - Goals/objectives.
 - A budget, schedule, and specific deliverables for promotion, display, and follow up.
 - Specific questions to ask potential clients.
 - Organizing, motivating and training staff to assist articulately at your exhibit.
 - A checklist of materials to bring to the event. Don't forget extension cords!
- Order** promo literature, marketing specialties, and business cards. Expect to meet 500 people.
- Plan your display** for easy transport and durability. (Note: Table-top and floor displays only. Walls and columns may not be used for mounting display materials.)
- INVITE!**
 - Follow and share SBWE** posts and events on Facebook, Instagram, LinkedIn and Twitter (@intuitivermi). Use hashtag #SmallBizWeekCLE and #Winningin2019 when relevant.
 - Share your enthusiasm** as you're networking and socializing. Colleagues, clients, employees, mentors, mentees, & prospects will thank you for sharing the opportunity.
- Email your Name Tag Form with your exhibit staff's names and vendor agreement by April 19, 2019 and we'll have name tags waiting on your exhibit table. Email: info@intuitiveriskmanagement.com

AT THE EXPO:

- Staff your table** with knowledgeable reps at all times. An unmanned table is a lost opportunity.
- Project a professional image:**
 - Business attire is recommended.
 - Turn off your cell phone.
 - Do not eat or drink while working your exhibit.
 - Offers and giveaways are recommended.
 - No loud audio.

****Children will be allowed at the showcase with their parents.

- Make the most of your presence:**
 - **Stand IN FRONT** of your table to facilitate networking and make visitors feel welcome.
 - **Be outgoing**, friendly and confident in your offering.
 - **Ask important questions** to help you separate good prospects from the simply curious.
 - **Attract** the prospects you want with **targeted** giveaways, prizes, and contests.
 - **Demonstrate** your product or service, if possible.
 - **Network** with fellow exhibitors! This often yields profitable new partnerships.

Most of all – Be Yourself, and Have Fun!