



Exhibitor Strategies - Getting Ready for the Show

Think about these specific points:

- Clearly define what you hope to achieve.
- Set clear goals for this event.
- Make sure all booth personnel clearly understand your goals.
- Make a definite plan to achieve your goals.
- Have an exact marketing strategy that identifies YOU.
- Develop to-the-point selling techniques.
- Take advantage of all promotional options available.

Then consider these questions:

- How many leads will it take to effectively increase your customer base?
- What constitutes a hot lead?
- How many leads does it take to make a sale?
- What is a sale worth?
- How can you generate profit from this show?
- Is your R.O.I. worth the cash outlay to exhibit at this show?
- Is the exposure at this show a major factor in your R.O.I.?
- What physical necessities will you need for your booth?
- Do you have significant resources to meet booth traffic?
- What collateral materials will you need as handouts / give-aways?
- Why use pictures, photos, samples, visual arts?
- How much literature do you need? How many catalogs?
- Will your promotional items be remembered?
- Does your merchandise get your message across?
- Did you send invitations to existing clients? Potential customers?
- Did you implement "redeem this at booth for gift" to meet them?
- What incentives / rewards will you provide visitors?
- Do incentives really work or are they a waste of money?
- Do you appeal to all eyes & all ears? Target group?
- Does the appearance of your booth matter more than the content?
- Will your competitors affect your success at the show?
- Are attendees actually going to buy or just look for ideas?
- Is it important to close sales at the show?
- Do you have a quick answer to "What's new?"
- What is the perceived value of your product / service?
- Have you established At-Show special pricing?
- Why are you exhibiting at this show?

This is the first in a series of **Exhibitor Help-Sheets** you will periodically receive as an Exhibitor at **The Decorative Arts Show including The Faux Event**. Your success and return on investment is at the top of our priorities at NBM Shows. Ask about our pre-show list to promote your show presence through direct mail and email campaigns.