

Trade Show 101: Make the Most of Your TAPPICon Experience

BEFORE YOU GO:

Hold pre-event staff training sessions. Ensure that all booth reps – including seasoned veterans – are up to speed on the particulars and goals.

Update your website. Make sure your messaging mirrors the booth experience.

Tell your customers where to find you on the show floor. Utilize the TAPPICon eSignature from your pre-created banner suite, share your booth number on social media, and send a message and VIP Pass to your customers.

ONSITE:

Engage on Social Media. Use #TAPPICon and post what you are promoting or what you are giving away. Tag TAPPI (Facebook: @jointappi; Twitter: @tappitweets; Instagram: @tappi1915) and post teasers or questions to engage the audience.

Draw a crowd into your booth. Use an interactive display, such as a quiz or game on a computer, a contest draw, or a scheduled demonstration. Consider having a theme for your booth whether it be something pop culture related, industry related or just something eye catching. Your booth staff could even dress for the part!

Have promo items in your booth. Small items that people can take away and use (while being reminded about your business) are best. Think outside the box! Maybe it's something they can use not just at the office, but at home. Place these items in a location where people will have to walk into or through your booth to get them.

Actively engage booth visitors. Give a friendly greeting and welcome questions—maybe even ask the attendees questions to get the conversation started. Make sure that your body language is friendly--- don't stand there with your arms crossed over your chest.

Chat with booth visitors, and find out what aspect of your business they're most interested in. Be prepared to offer specific solutions to their questions. Draw them in without overwhelming them.

Make sure you have plenty of promotional literature on hand. Have a good supply of color fliers and brochures as well as order forms, price sheets and business cards. Make it easy for them to find the information on your business later.

Have your booth manned at all times. Someone has to be there to greet browsers, engage them in conversation, and take their questions.

Send knowledgeable staff. If you do send a new staff member, be sure to include an experienced employee as well. That way, newer staff will be able to watch and learn.

Engage! Get off your phone/computer. Don't miss valuable exhibitor time because you are on the phone.

AFTER TAPPICon:

Follow up promptly. Quickly sending out post-event messages to your leads and contacts will make your organization stand out from the rest. Send something fun and engaging like a mini game or quiz to help keep the conversation going. Be creative even with your follow-up.

Do a Postmortem. What worked? What didn't? What can you improve on for the next event?