



How To Stand Out From The Competition At A Trade Show

CHECK LIST

We have created this checklist to help you ensure you have got every opportunity to stand out from your competition at your next trade show.

For more detailed information on everything on this list, [please refer to the article](#) on our website.

Showcase What Is New

- Create a 30-second elevator pitch highlighting what is new in your exhibit
- Create a one or two sentences message highlighting what is new in your exhibit
- Check with the show organizer for new product marketing opportunities
- Create pre-show marketing materials (postcards, email, social media images) that highlight what is new
- Design eye-catching graphics for your booth that draw buyers searching for new products into your booth

Use Your Small Business Ingenuity and Creativity

- Schedule a company brainstorming session to uncover what keeps your customers up at night and what problems they are trying to solve.
- Create messaging, promotional materials, white papers, and reports that provide a solution to those issues you uncovered.
- Start building your booth. Give yourself plenty of time so you can take advantage of sales and second-hand finds. (Note: Be sure any materials you use adhere to the show's fire code regulations)
- If you have space in your booth, prepare a five-minute in booth presentation addressing those issues. If you do not have the expertise in-house, hire or invite someone who does.
- Create a "show special" or "discount" that will attract booth visitors and a plan to communicate that special offer.

Bring Your A-Team

- Select your booth staff at least one month in advance so they can prepare adequately for the show
- Have a formal staff training a few weeks before the show to educate them on your key messaging, product information, pricing, ordering process.

- ❑ Role-play booth conversations. Get staff comfortable delivering your 30-second pitch, and then practice asking qualifying questions to help direct a productive conversation.
- ❑ Set and communicate show goals
- ❑ Create an incentive program to motivate and inspire your booth staff
- ❑ Schedule daily post-mortem meetings to discuss what is working and what is not working and make adjustments as needed.

Communicate Your Strengths and Play the Long Game

- ❑ Create and have on hand case studies that highlight your company's strengths.
- ❑ Create paper or digital lead forms that booth staffers can use to classify leads as hot sales leads, regular sales leads, or marketing/nurturing leads.
- ❑ Train and role-play with your staff on communicating your company's strengths.
- ❑ Identify a buyer's most common objections and then train your staff on how to address them.

Work the Media

- ❑ Call show organizer to determine publication deadlines for publicity
- ❑ Contact show organizer to get a media list (two-three weeks before the show data for a complete list)
- ❑ Contact show organizer to find out about media opportunities they provide for exhibitors
- ❑ Create your digital media kit
- ❑ Write a press release that focuses on what is new and/or innovative in your exhibit
- ❑ Assign someone the role of spokesperson for the media

Good luck and have a great show!