



Trade show tips

Top ten wrong reasons to exhibit at a trade show:

- 1 Because the competition is going.
- 2 Because we've always gone to this show.
- 3 Because we want exposure.
- 4 Because we're doing an educational session.
- 5 Because we'll get to see all of our friends.
- 6 Because we'd be conspicuous by our absence.
- 7 Because we have an image to maintain.
- 8 Because we want to support our association.
- 9 Because we need to train new sales people.
- 10 Because the show is in Hawaii.

Getting the most from exhibiting at a trade show

Four things your visitors must get from you:

- 1 Your name
- 2 Your business card
- 3 An understanding of what your company can offer
- 4 A plan for what to do next

Four things you must get from your visitors

- 1 Their vital statistics
- 2 An understanding of what they need and when they need it
- 3 Notes on your conversation
- 4 A plan to follow through

*Taken from Guerrilla Trade Show Selling by
Levinson, Wilson and Smith*

Stonewood Corporate Center
W175N11117 Suite 202
Stonewood Drive
Germantown, WI 53022

DON DAWSON
DAN BEAULIEU, CME, CSE

Tel: 262.250.9653
Fax: 262.250.0562
e-mail: dbmpcb@aol.com
www.dbmpcb.com