



Where are you in your Trade show cycle? There are strategic steps you can take to make your next trade show a success. Below is a timeline to help you stay on target with your trade show cycle. If you would like to have these helpful updates sent to your e-mail box, please sign-up here!

14 Weeks Out -Set your goals and objectives for your upcoming show.

Increase Your Return on Investment with Measurable Objectives for the Show

Before you start your marketing and communications effort for a show, pinpoint what your company wants to accomplish by exhibiting at the event. Knowing your goals and objectives will make each step easier.

11 Weeks Out -Attract your target audience to your booth!

Design Your Display To Sell

Now that you have set your objectives for the show, your next action item is to choose the right display, so your company will stand out and attract your targeted audience.

10 Weeks Out -Who do you want at your booth?

Identify the Right Buyers and Attract Them to Your Booth

Bringing qualified buyers into your booth is the main reason for exhibiting. We at Diversified invest a great deal of time and money in attracting qualified buyers to all our trade shows. It's your job to pull them into your booth.

6 Weeks Out -Looking for a way to save?

Ten Ways to Save Money at the Show

Now it's time to focus on getting the most for your money at the show. Candy Adams, an independent exhibit- management consultant (www.boothmom.com), offers 10 ways your company can save money at a show.

5 Weeks Out -Make sure your team is ready!

Strategies to Sell More at the Show: How to Select and Train your Booth Staff

Attendees will remember more about your exhibit, and remember it longer after the show, if they've had a positive experience with your booth staff.

1 Week Post Show -Don't miss out on valuable leads!

Follow Up on Your Show Leads Before Your Competitor Does

Strengthen new relationships you formed at the show by following up with them ASAP.

Use the tips, resources and timelines at www.exhibitoradvantage.com to make sure that everyone you met at the show receives the information you promised them — today, while your company's booth, staff and product are still fresh in their minds.

www.exhibitoradvantage.com