

Proven Tips to Increase Your Booth Traffic at Your Next Diversified Show

Maximize your company's Return on Investment (ROI) at your next Diversified Business Communications show by increasing the number of customers and prospects that visit your booth. Use the following tools to create an integrated marketing plan to attract more qualified buyers to your booth

Corporate Communications Tools

Tip – Promote your booth number at the show in everything your buyers and prospects might see.

1. Add your show's logo and your booth number to your web site.
2. Create a special show landing page that has a picture of your booth, where it's located on the floorplan and the products and services you will be showing. Also promote any show specials or new product announcements you will be making at the show.
3. Add "Visit us at the name of the show, booth number ____" to all your direct mail such as newsletters, invoices and new product announcements.
4. Add "Visit us at the name of the show in booth number ____" to your telephone on-hold message.
5. Add "Visit us at the name of the show in booth number ____" to your staffs' email signature line.

Direct Mail and E-Mail

Tip – Send at least three pre-show invitations to increase the number of clients and prospects in your booth. Note: CEIR research shows companies that send multiple pre-show invitations see 50% more traffic in their booths than companies that don't.

1. Two months before the show mail the VIP Registration Ticket with a personal letter of invitation to your clients and prospects.
2. Six weeks before the show mail the show's attendee brochure with a personal letter of invitation to your clients/prospects.
3. One month before the show email the e-VIP Registration Ticket with an updated personal letter of invitation to your clients/prospects.
4. Two weeks before the show fax an invitation to visit your booth to your clients/prospects.

Advertising

Tip – Run your advertisement multiple times in several publications and web sites prior to your next Diversified show to generate interest in your booth.

1. Create a new advertisement for the show with your booth number that tells your audience how they will benefit by visiting your booth.
2. Add "Visit us at the name of your next show in booth ____" to your existing advertisements.
3. Advertise on the appropriate Diversified show web site.
4. Advertise on the appropriate Diversified show broadcast emails.

Sales

Tip – Ask your strategic partners, distributors and international agents to invite your mutual clients and prospects to your booth at your next Diversified show.

1. Tell your staff to distribute print and e-VIP Registration Tickets to clients and prospects.
2. Call your clients and prospects to personally invite them to visit your booth at your next show.
3. Call your best clients and schedule appointments to visit your booth during your next show.
4. Create a “Show Special” that will only be available at your booth and promote it in advance.

Publicity

Tip – Use new technology, unique product introductions and product improvements to get editors interested in your press release.

1. Distribute a press release on any new product and/or service your company will be demonstrating at your next Diversified show.
2. Offer editors exclusive interviews with your company’s top executives on your company’s plans at your next show.