



FEBRUARY 5-7, 2010
Sevierville Events Center at Bridgemont
Hosted by Sevier County Home Builders Association
www.smokymountainhomeshow.com

Exhibitor Tips

Your trade-show exhibit should be part of your overall marketing strategy, not an isolated element.

Remember that your purpose is both to initiate new relationships and resell and nurture the customers you already have. This is your chance to communicate by working one-on-one with the people you want to serve. Make the most of it!

PRE-SHOW

- **Put Your Show Plan In Writing.** The plan should include a workable staffing schedule, and plan every little thing. (remember Murphy's Law) Proper Planning Prevents Poor Performance.
- **Focus.** Use this year's theme (Maximize Return on Investment) to tie-in your message about your products and services to the attendees. Develop a key message for your booth exhibit. Like good advertising, a good exhibit clearly communicates one major message. This draws in more prospects to your booth than an unfocused cacophony of messages.
- **Get your Ducks in a Row.** Determine what your booth should look like and say; what printed materials you will need, what presentation items you will need on hand, and get them ordered to be on hand before the show. Set up everything as a trial run to make sure it all works. Take pictures to help you do it again at the Show.
- **Determine Your Give-Aways.** Everyone enjoys receiving a gift, even if it is "just a little something." Gift giving creates a favorable impression. It can build goodwill, be an incentive, communicate a message, and create awareness. Determine what you will give, and for what – filling out a contact form, stopping by from an advance e-mail, etc.
- **Lay the Promotion Foundation.** Send e-mails or advertise to announce that you'll be at the show. Invite your contacts to come. Offer them an incentive for stopping buy. Clearly define any 'Show Specials' you will be offering.
- **Set Goals.** Be specific about the things you want to accomplish as a result of your participation in the show. What gets measured gets done. Over 90% of exhibitors have no measurable objectives for a trade show. But if you don't, how can you tell if the show was successful? Do you want to increase visibility, gain exposure to a large number of customers who might be interested in your products, or check out the competition?
- **Define Measurements of Success.** Exactly how many leads or sales are you looking for? Obtain contact information for at least 200 prospects? Make 10 new industry connections? etc.
- **Prepare your Staff.** The most crucial aspect of any exhibit is its people. Your image does not stop with an elaborate display, fancy advertising, or impressive literature. These certainly help, but it is people who sell your company and its products and services. Your staff members need to know:
 - Why your company is exhibiting. - *The purpose for your involvement in the show and what you are expecting to achieve through your participation.*
 - What you are exhibiting. - *The specific products/services you plan to exhibit. There should be no surprises when your team arrives at the display.*
 - What you expect from them.

Based on consumer behavior at shows... Studies show that of all the people who might stop and talk with you at your booth, 20% of the people will not wait to talk to a company representative if they are busy, 15% will only wait 30 seconds, 40% will wait 1 minute and 25% will wait 3 minutes.

What's the consumer's reasoning behind this? The consumer who might have an interest in your product thinks a couple of things. First they will come back around and talk when you're not busy, which might not happen. Second, there might be some similar products in the other aisles. Third they want to do a quick walk through and then they will come back. In many cases, by the time they did their first walk through and talked to a couple of exhibitors, they are too tired and go home. Fourth, they will come back tomorrow.

Staff your booth adequately to meet your potential customers!

AT THE SHOW

- Set-Up and Get Ready.** Representatives from SCHBA will be on hand to answer questions and assist you however they can.
- Engage.** Have a short introductory speech ready with engaging questions to help investigate the prospect's needs. You may only get a couple minutes with the buyer, so you will want to have a great opening line.
- Collect Info.** Your main goal at a show is to get leads for sales. Devise a method for keeping track of the different categories of contacts, perhaps making notes on the backs of entry forms or filing them in different envelopes

POST SHOW

- Follow Up on Leads.** This is your chance to maintain communication with attendees who showed interest in your products and/or services.
- Consider Changes to Improve Exhibit.** Consider what worked and what did not work on-site. Was your booth large enough? Did you ship enough hand-outs? Take notes on these items to better prepare for your next event.
- Tell Us about Your Experience.** Complete the Exhibitor Survey.

Questions? Call the office at (865) 453-4712 OR

Call Christine at (865)323-7540 OR e-mail coordinator@smokymountainhomeshow.com

MOVE-IN and SET-UP: Thurs. Feb. 4, 2010 - 10:00am-8:00pm & Fri. Feb 5, 2010 - 8:00-11:00am
BREAK-DOWN and MOVE-OUT: Sun. Feb.7, 2010 - 5:00-8:00pm & Mon. Feb. 8, 2010 - 8:00am-8:00pm