

# Your Business Matters!

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THINKING

STARTING

GROWING

EXITING

## How to Have a Successful Trade Show

As a small business owner, preparing for your first trade show can be a very frightening experience. You need to choose the trade shows that will give your business the best ROI in terms of your goals and best targets the audience that you want to reach. Trade shows can be a very effective promotion, networking and sales tool for your business.

Consider the following tips to help you get the best return on your time and investment dollar from any trade show that you choose to attend:

1. **Advertise in Advance:** Let your friends, family, clients, suppliers etc. know that you are participating in the trade show – encourage them to attend and let them know what benefit they will receive by attending.
2. **Make your trade show booth stand out:** Use an interactive display, a contest, draw, or a scheduled demonstration to draw people to your booth. Always remember to use your logo and company colours for branding recognition.
3. **Make it easy for booth visitors to gather information:** Either by using signs in your trade show display, providing plenty of promotional literature including feature and benefit sheets, pricing, order forms and business cards.
4. **Prepare a Media Release:** Make your business newsworthy and write your own media release. Use drama and flair to have your business stand above the competition.
5. **Be ready to do business:** Make sure that you have friendly, knowledgeable sales staff assisting at the booth at all times.



Be sure to present the value and benefit to the client – not just the features of the product – remember the “what’s in it for me” tip.

6. **Engage the trade booth visitor:** Make eye contact and be sure to greet the visitor warmly and strike up a conversation. Use engaging questions such as “How could you see using (product/service) in your organization?” Avoid using phrases such as “How are you today”, “Are you enjoying the trade show?”
7. **Follow Up Promptly:** Contact all prospective clients by e-mail and perhaps a phone call, as soon as possible after the trade show. This is a good way to demonstrate that you are thinking of their needs and finding them a solution and a way to stand out from your competitors. People always remember how you made them feel.

Trade shows can be cost-effective venues for establishing face-to-face relationships and incredible sources of contacts and customers for your business if you have chosen your trade show

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 [www.businessresourcecentre.ca](http://www.businessresourcecentre.ca)  
**Royal Bank Business Centre** 519-758-2500 [www.rbcroyalbank.com](http://www.rbcroyalbank.com)