

# Your Business Matters!

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THINKING

STARTING

GROWING

EXITING

## TRADE SHOW NETWORKING TIPS

Trade shows offer prime opportunities for networking, but you must be intentional with your plans in order to make new contacts and get the word out about your business. Networking is a conscious, planned effort to get the most out of quick encounters, in brief time periods, and to develop lasting mutual relationships. Consider these tips to get the most out of your next trade show:

1. **Be Memorable:** Whether it is your short, attention grabber description of who you are and what you do, or whether it is your distinctive attire, or your engaging smile – make sure you will be remembered by those that meet you.
2. **Be Social:** If the trade show that you are attending also offers a

networking mixer, make sure you use this opportunity to mingle, meet and greet as many potential clients and other businesses as possible. Be sure to bring a qualified helper to man your booth, while you visit other vendors.

3. **Show Interest in other Vendors:** It's not always about you. When you let other vendors know that you are interested in them, they will be more willing to work with you – you could develop some joint marketing relationships. Remember to make special notes on others' business cards in order to keep them fresh in your mind.

4. **Follow Up After the Event:** A collection of business cards is useless unless you make direct contact with them. Schedule time within a few days after the trade



show to make phone calls with the goal of setting up meetings or lunches to discuss future business opportunities.

Trade Shows offer you the chance to showcase your business, meet new people, and most important to develop friendships that may work into new marketing and referral partners in the future. It is not simply a chance to sell a product or service on the spot. Effective networking is a two-way street that works best when both parties benefit from the relationship.

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)