

HOW TO MAXIMIZE YOUR EXHIBIT SALES

1. Direct Mail
 - Identify and manage lists of existing and prospective customers
 - Manage these lists frequently with updates from multiple sources (sales force, list providers merge/ purge after each market etc.)
 - Design pieces with a clear message including why and when they should visit your space, where it is located. Make it compelling. Space location should be on all pieces, even business cards.
 - Plan on multiple mailings to reinforce the message and your identity.
 - Time the mailings to be received seven, five and three weeks prior to the market.
2. Advertising
 - Research trade publications' distribution to confirm their readership matches your target audience.
 - Design annual programs with the publication, not simply "an ad". Frequency, positioning, issue selection all play an important role.
 - Keep the message consistent with your other marketing tactics (i.e. direct mail).
 - Place your ads in the MMPI building directory.
3. Events
 - Hold events within your space. Give customers more reasons to visit and to stay longer. These may include educational events, speakers, producers of your products, demonstrations, samples, giveaways etc.
 - Or, simply just serve food and beverages. Make customers aware in advance, especially for more significant offerings. Breakfasts, brunches, lunches or cocktails and hors d'oeuvres. Be sure all of the details are covered. Be diet and culture sensitive. Offer alternatives. Make the customers feel comfortable.
4. Telemarketing
 - Make appointments. As often as possible, set specific start and stop times with customers, but be sure you stick to the schedule. Nothing's more frustrating than overbooking and inconveniencing your customer by not being ready when they are.
 - Contact the right person, and make your invitation personal.
 - Explain your story concisely, but make it compelling. Often you only have a short time to get their commitment to visit you. Make the most of it.
5. Public Relations
 - Issue press releases on what's new at your company.
 - Contact other media to cover your events.
 - Offer your expertise to the media. Give them a story. When interviewed, offer them reasons to contact you for your opinion on their future stories. Learn to be quotable.
 - Get talked about! Give the media reasons to refer to you.
 - Be cooperative with the media. Allow filming, interviews, trips to their studios.
 - Invite them to see your manufacturing facilities.
6. Product
 - Make sure your product line is competitive. Is it priced correctly? Is it competitive? Ask these questions to your customers.
 - Make it easy to place an order. Is the minimum, or opening order too high?
 - Know your market. Who's the target audience? Be prepared to consider alternate channels, ones you have not targeted.
 - How is it displayed?
7. Display
 - Make your showroom easy to get into, open and inviting. Don't allow staff to linger at the front door.
 - Merchandise your products within the space. Placement is very important.
 - Be creative! Show customers new ways to present these products in their stores. Give them new ideas.
 - Keep it clean.
 - Play music.
 - Easy to walk through
 - Hire the best for the front door. First impressions set the tone.

8. Sales
 - Use your sales force to drive traffic. They and your customer service department are your customers' most frequent contact and are the best to make appointments, offer specials, etc.
 - Train your staff fully, especially temporary market staff. They must be informed of pricing, availability, features, benefits, shipping et al. Drive the "Customer service" theme.
9. Other promotions/ Sponsorships
 - Offer training to the customer's sales staff.
 - Offer promotions/ contests to them for selling the most.
 - Take advantage of the numerous sponsorship opportunities offered by the show producer to enhance your exposure at the Market and stand out from your competition.
10. Staffing
 - Have plenty of well-trained staff, especially near the front. No one likes to wait. Each customer wants to feel like the most important.
11. Be entertaining
 - Include entertainment in your marketing plan. Make coming to your space fun as well as productive.
 - Be positive!
12. Follow-up after the market.
13. Live up to what you promised.