

Invite Your Trade Show Prospects

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Many companies participating in trade shows neglect to invite their clients or their sales prospects.

Most show management groups develop some form of publicity or promotional package. Some do an excellent job, some are only adequate.

If you want to meet your stated objectives and succeed in your trade show efforts, let people know that you are participating in the show. When those turnstiles start to click on opening morning, make sure the visitors are aware of your presence at the show and encourage them to visit your exhibit.

An effective promotional campaign does not have to be costly. In fact, promotion of your participation in most trade shows can be quite inexpensive. Consumer shows can be more costly to promote.

Here are some ideas to help you:

- Prepare a press release announcing your participation and distribute it to the various trade journals.
- Should you have a new product, feature it in the release.
- Most trade magazines will have a Show Special and will publish newsworthy material.
- News releases of general interest should be distributed to newspaper, consumer magazines, radio and television.
- If you advertise in trade journals, include a tag line "Be sure to visit us at booth No. ___!".
- Sales people should be provided with invitation passes. They should distribute them to clients and prospects at least two months prior to the show.
- Put reminders on invoices and statements.
- Produce a direct mail folder for present and potential customers.
- Have your advertising agency prepare a special show advertisement to appear in related publications.
- A new product of a high news value should be announced at a press conference prior to the show or during the show.

You may decide to produce special show literature or other collateral material to help you achieve your objectives.

When participating in a consumer show, it would be best to discuss your promotional efforts with your advertising agency to gain greater public awareness of your products or services.

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For further information regarding starting a business, contact the

Canada-Saskatchewan Business Service Centre
#2 - 345 3rd Avenue South
Saskatoon, Sask. S7K 1M6
Phone: **306-956-2323** Toll-Free: **1-800-667-4374**
E-mail: saskatchewan@canadabusiness.sk.ca
Web site: <http://www.canadabusiness.ca/sask/>

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