



## Critical tips for first time exhibitors

So you are thinking of becoming an exhibitor at the SEA Expo? You have made a wise decision, without question.

Exhibitions are one of the most effective sales and marketing efforts, when done properly. You can accomplish more in two or three days at the right exhibition than you could in weeks or even months in the field, but only if you are prepared to take advantage of all the opportunities a show presents.

Here are critical tips that will help you get off on the right foot and make your display productive experience and a profitable investment

### Be clear about what you are buying

Most exhibitors think they are buying floor space, exposure, leads and so on. Successful exhibitors realize that they are buying face-to-face contact in an environment strategically designed to facilitate interaction with a highly targeted market.

### Give yourself enough time to execute an effective exhibit

Many exhibitors sign up for shows too close to the show time. Ideally, you should sign up at least six months before the show to give yourself time to plan and prepare for a successful show experience.

### Lay a solid foundation for success

Many exhibitors rent space, send the exhibit, people, products and literature, and hope that things work out. Successful exhibitors ask this question before the show: "At closing time and within 90 to 180 days after the show, how will we know if the show was successful?" By determining in advance the specific outcomes they desire from the show, they can create plans for achieving those outcomes.

### Read your exhibitor service manual carefully

This is a critical tool which is mostly unused, and it goes about answering most of your questions and directing you to resources you need to execute your exhibit.

### Don't throw a party without inviting guests

Only 15% of exhibitors use targeted pre-show marketing to identify and attract the right people to their exhibit. Be one of the 15%. The competition for an attendee's time is fierce. Successful exhibitors get on their target attendee's "short" list a few weeks before the show.



## Prepare to start the Real work when the show closes.

Exhibition-industry research finds that only 13% of leads are followed up. This costs exhibitors hundreds of million so f Rands in unrealized business. Whatever you get at the show in terms of orders is just the tip of the iceberg, the real benefit from tradeshow is followed up leads!