

How to Improve Your Tradeshow ROI

Before the tradeshow:

1. Marketing

Submit a Press Release to local media talking about what you will be doing at the event

Join social media channels

- Facebook, YouTube.com, Pinterest, Instagram, Twitter, Periscope

Post on your social media channels what you will be doing weekly, day of event

Post on the tradeshow event page what you will be doing weekly, day of event

Create an event page invite followers to visit your booth, one week of event

Connect the tradeshow link to your webpage, upon registration

Send emails announcing your company's involvement in the tradeshow, weekly, day before and day of

[Give out tickets to the event](#)

2. Encourage Attendance

Invite current customers, past customers, potential customers, friends and family to visit you at your booth

Send emails, social media messages, post cards, hand written invitations, send text messages and phone call to invite

Provide incentives for visiting your booth – FREE gift for everyone who stops buy

[Send out posters](#)

[Send out postcards](#)

At the tradeshow:

3. Create new customers

Add attendees to your mailing list, join your phone app to be included in the drawing, giveaways, etc.

Request attendees to complete survey to identify your target market

Sell products and services on the day of the event

Introduce new products or services

Offer event special pricing, discounts, added value

Book appointments at the tradeshow event

Have brochures, fliers, business cards

4. Attract attendees, potential customers

Have a busy booth to attract attendees

Colorful table cloths, balloons

Give away food, snacks, candy

Video presentation, games, demonstrations, show such a magic, juggling, clown, music etc.

Signage, big and bold easy to read.

After the tradeshow:

5. Follow Up

Contact within 24 hours of the show

Send thank you for stopping by our booth.

Add to mailing list

Make appointments