

TIPS FOR EXHIBITORS
WEST SHORE CHAMBER OF COMMERCE
BUSINESS AND INDUSTRY NIGHT
A NIGHT ON BROADWAY
OCTOBER 1, 2009



Whether a first time exhibitor or Business and Industry Night veteran, planning your best presentation at Business and Industry Night can be a lot of work and a lot of fun! Here are a few tips to make your job easier.

Planning ahead is the key to your success! Take time to create a good presentation.

1. **Set a goal** for the number of new contacts you would like to have by the end of the show. Design a plan to reach that goal.
2. **Prepare and rehearse** a quick ten to fifteen word description of your business or service that will catch the attention of those passing your booth.
3. **Prepare your informational materials** and have an adequate supply (including plenty of business cards). Select your promotional information carefully so you don't overload the potential customer. Save your best literature for prospects you qualify during your follow-up phase. A variety of literature and business card displays are available at office supply businesses. The West Shore Chamber of Commerce can provide you with a list of members you can contact.
4. **Who "mans" your booth?** One person will not be enough to cover your booth the entire 4 hours. Select employees who are knowledgeable, personable, extroverted and friendly.
 - Decide early which employees you will assign to the show and get them involved in brainstorming.
 - Plan employee shifts so that the booth is covered at all times.
 - Make sure your employees are well-versed on your business and services and can answer questions.
 - Wear comfortable shoes!
5. Order your **"freebies" or "show stoppers"** in advance. This can be wrapped candy, pens, pencils or other specialty items imprinted with your business name. The Chamber's online directory at www.wschamber.org can be used to help identify potential suppliers.
6. Plan to **give away a great door prize!** Have prize entry materials handy.
7. All employees should **wear their name badge** supplied by the Chamber. It is a quick identifier and a conversation starter.
8. **Plan how your exhibit space will look.** Where will you place your table? Side, front or back of booth? Standing/sitting behind your table places a physical barrier between you and your customers. You may want to dress up your space with potted plants, themed decorations or fresh flowers. Again, the West Shore Chamber Membership Directory is a resource to find a supplier.

9. Consider designing your exhibit around this year's theme "Saluting the American Dream."
10. Exhibit awards are presented for "Best of Show", "Best Use of Theme", and "Best Sales Approach." Consider planning your exhibit with these awards in mind.
11. **Allow plenty of time** for set-up and tear down. Set-up begins at 10 a.m. on October 2, and tear down must begin after 7:00 p.m. Everything must be removed that evening.
12. **Pack everything in boxes** for easy moving in and out of expo area. Volunteers from M.F. Rockey Moving and Storage Company will be on hand to assist with moving materials into the showroom.
13. **Pre-promote!** If you are advertising prior to the show, be sure to include a line such as "Stop by our booth at the West Shore Chamber's Business and Industry Night on October 2nd at the Radisson." You may want to consider advertising in the Chamber Newsletter or sending a promotional flyer in Member to Member Connections.

★ DISPLAYS ★

Professional booths can be purchased from member suppliers. You can create a booth space which looks professional and generates traffic and exposure.

1. Determine what product(s) or service(s) you want to present and promote.
2. Do you have a product that **draws attention to your exhibit?**
3. If your business has a national or regional office, check to see if there is a professional display available.
4. **Keep it simple.** Don't "overload" your tabletop. One or two good marketing pieces are much better than too much information.
5. Tabletop displays for your brochures are available at office suppliers (check the West Shore Chamber Membership Directory).
6. A 6" x 36" sign identifying your company is supplied with your booth. Have a sign company or printer create additional professional, but inexpensive, signs for your table such as ("Register Here" or "For More Information").
7. People love **hands-on displays and demonstrations.**





HOW TO GENERATE TRAFFIC



Put yourself in the shoes of your potential customer. What will it take to make you stop at a display?

1. **“Freebies”** - as simple as a dish of wrapped candies or as unique as an antique clock. Other ideas include promotional items inscribed with your business name - pens, pencils, rulers, key chains, soda coolers, visors, note pads, etc. Offer free samples of your products, if it applies. Be Creative!
2. Try to stay away from discounts unless they are really meaningful.
3. **Door prizes** generate traffic and gather names and addresses (Dinner for Two with movie passes, overnight stays, American flags, etc.).
4. **Attitude is everything!** Be ready with a friendly voice, smiling face and “intro” as people approach your booth.
5. Have the professional look your business requires. (If planning your booth around this year’s theme, “Saluting the American Dream,” have fun and coordinate your attire to the booth theme.)
6. **Don’t sit behind your table!** People won’t “disturb” you if you are seated. **Stand up** and greet your potential customer or client as they pass your booth. Make eye contact!
7. Give them a reason to stop and talk to you.
8. Acknowledge your present customers, friends and neighbors, but don’t spend too much time chatting with them. Don’t let that new potential client pass you by as you’re chatting with a friend.
9. **Staff your booth** until the show closes at 7:00 p.m. You have something worthwhile to offer!



FOLLOW-UP



Trade shows won’t provide immediate results and new customers flowing through your doors the next business day. Like any advertising opportunity, a trade show helps put you and your business out in front and helps you gain name recognition.

Follow-up on potential new customers is critical to the goals of most, but not all, tradeshow exhibitors. If leads and new customers are the results you are after, then follow-up is important.

1. Know what materials you plan to follow-up with and **contact your prospects within ten days** of the show.
2. **Write a “thank-you”** for stopping by your booth or follow with a personal phone call.
3. Perhaps you aren’t interested in writing an order at this time, but simply want to keep your name in front of these new prospects. Add them to your **database for future mailings**.

4. **Notify the winner(s)** of your door prize drawing and send out a release to the media and the West Shore Chamber announcing the winner(s). People love to see their name in print!

5. **TIPS FOR FOLLOW-UP LETTERS**

1. Keep your letter short and to the point. Always keep it to one page.
2. Short paragraphs are best, four to five lines each.
3. Don't over-do the bold, underlines and computer art.
4. Make the letter as personal as possible.
5. SAMPLE Wording:

Thank you for visiting the _____ booth at the West Shore Chamber of Commerce's Business and Industry Night, held at the Radisson, on October 2. I hope you had the opportunity to review some of the free literature available at our booth.

(Your Company Name) is located at (address) and is (describe your product and/or service).

I'll follow up with you in several days to learn more about how we can help service your _____ needs. Or, stop by our location at _____ anytime to check out our great inventory and quality products.

The West Shore Chamber of Commerce provides these tips as a service to exhibitors in our Business and Industry Night Event. We hope the information is useful for you. For more information, contact Tammy McCrae at 761-0702 or tammy@wschamber.org.



October 1, 2009 • West Shore Chamber of Commerce Business & Industry Night • 3 – 7 p.m.
Radisson Penn Harris Hotel & Convention Center
1150 Camp Hill Bypass, Camp Hill, PA 17011