

# The Secret to Trade Show Success

Joining trade shows is an effective way to showcase your brands and products. But this strategy doesn't always provide positive gains for the company. If you fail to catch the attention of your target market, then your spendings and preparations will all have been wasted.

In order to be successful in a trade show, you should be able to attract your target market. And one sure way of achieving this is by handing out trade show giveaways. But like all marketing strategy, distributing trade show giveaways also needs a lot of planning in order to maximize your ROI. Below are steps you can follow to achieve success at trade shows:

## 1. Research on your target market

Extensive knowledge on your target market is crucial in the success of your strategy. By understanding your target market, you will be able to answer important questions that can help you succeed in trade shows. Here are some questions you can ask:

- What trade shows would your target market be likely to attend?
- What overall booth appearance can attract your target market?
- What trade show giveaways will your target market appreciate?

## 2. Prepare for the trade show event

The preparation stage is putting into action all generated information from the research stage. This includes finding and joining the trade shows that are perfect for your company. Booth design, which considers both space allocation and target market preference, should also be accomplished during this stage. Another important task is sourcing the trade show giveaways to be distributed in the event. It is important to find the right trade show giveaway supplier in advance. This way, you can request for samples with your imprinted logo and still have enough time to make some adjustments before the production of your trade show giveaways.

## 3. Trade show event

This is the culmination of all your research and preparation. During the trade show event, your goal is to interact with your target market and gather as many leads possible. Thus, it is important during this stage that you have a smooth process in distributing trade show giveaways and gathering contact information. You should also have a system of organizing your gathered information, this is crucial to maximize the ROI of your marketing efforts.

## 4. Lead follow-up

Last, but not the least, follow-up on your gathered leads. Most conversions don't occur during the trade show event itself. During the trade show you can convince your market that you are a professional and successful company by having an attractive booth and targeted trade show giveaways. But converting them to actual clients requires deeper interaction which can only be achieved by personally

talking and dealing with them after the event.

Trade shows are a great promotional venue that lets you directly interact with your target market. That initial contact is essential to establishing a long-term relationship. A visually appealing booth and market-appropriate trade show giveaways are great “baits”. But that's basically where their supporting roles end. Your success at trade shows boils down to what you're offering (your products and services) as well as your professional approach in selling these to your clients.

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