



# COMMUNIQUÉ

*Smart marketing advice masquerading as common sense*

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## Trade Show Success

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Trade shows can cost a lot – in time, energy and money. But there are ways to make sure your investments pay off.

Start with these basics:

### Are trade shows right for you?

A trade show is the closest thing to a retail environment most B2B marketers will ever be in. If your products need to be seen, touched, demonstrated or otherwise experienced, trade shows can work for you. Just be ready to make the most of the opportunity to meet and greet your prospects.

### Are you going to the right show(s)?

Each show attracts professionals who may or may not match your target audience. Before spending money on a booth, determine if it's your kind of show.

- Check with show management. They should be able to tell you who's come in the past.
- Scan the seminars and workshops to see if the topics will attract your kind of people.



- Look at who's exhibited before (and who's coming back.) Talk to a few, if possible.
- Attend the show and walk the floor to get a sense of who comes, who exhibits and what draws crowds.

### Will the trade press be there?

If yes, this may be a great time to schedule editor interviews. If there's a press room, you'll want to put your media kit in it.

### Do you know what you're getting from

### your trade show investment?

Build evaluation of results into your trade show programs so you know what you're getting. Leads or inquiries are a concrete measure. Lead quality is usually more important than quantity, so arm booth staff with qualifying questions.

Trade show participation can be spendy. Make sure you know how to get the most out of your effort. Call in a professional. Call me. Claire Cunningham: 1-763-546-0479 (E-mail: [claire@claircomm.com](mailto:claire@claircomm.com))

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CLAIRVOYANT  
COMMUNICATIONS, INC.

Claire Cunningham  
President

Phone: 763-546-0479  
Fax: 763-546-8756  
Cell: 612-709-6845  
Email: [claire@claircomm.com](mailto:claire@claircomm.com)  
Web: <http://www.claircomm.com>