



YOUR NEXT TRADE SHOW

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WHAT IS THE PURPOSE OF A TRADE SHOW?

- A trade show is an event held to bring together members of a particular industry to display, demonstrate, and discuss their latest products and services.
- Major trade shows usually take place in convention centers in large cities and last several days.
- China remains the #1 country in Asia in terms of booth space sold and is six times larger than the #2 country Japan.
- Trade show industry in Australia is still healthy and growing at 3.1% per year.

TOTAL SPACE RENTED (ASIA – PACIFIC)

Industries	Average Size (M ²)
Consumer goods and retail trade	3.1 million
Building and construction	2.6 million
Industrial and heavy machinery	2.3 million
Discretionary consumer services, education and travel	2.3 million
Electronics, ITR and telecommunications	1.7 million
Transportation	1.1 million
Food and beverage	1.0 million
Medical and healthcare	0.9 million
Agriculture, forestry and energy	0.6 million
Business services, financial, legal and real estate	0.4 million
Security and defence	0.3 million

GET THE MOST FROM A TRADE SHOW

- Trade shows can be an incredibly effective promotion and sales tool. But they can also be a complete waste of time and money.
- Whether a trade show is a wild success or a wipeout for your business depends a great deal on your advanced preparation.
- By failing to prepare, you are preparing to fail.
- 5 things to do before attending a trade show:

1. SET CLEAR GOALS FOR YOUR TRADE SHOW PARTICIPATION

- What do you want to get out of participating in a trade show?
 - Do you expect to sell a particular amount of inventory at the trade show?
 - Do you expect to become known to a certain number of wholesale suppliers?
 - Are you focusing on promotion or hoping to launch a new product?
- You can have more than one goal, but the point is that you need to be clear about what your participation in the trade show is intended to achieve.

2. RESEARCH THE TRADE SHOW

- You need to choose the trade show that will give your business the best return on investment in terms of your goals.
- If your goal is on-site sales, having a booth at a big flashy trade show where your display is one of a dozen selling similar products may not be the best choice.
- You want to choose the trade show that best targets the audience that you want to reach and best suits your participation goals.
- Find out what the particular trade show's objectives are and investigate and evaluate the trade show's audience.

3. PLAN YOUR BUDGET AND BOOK YOUR SPACE

- Find out everything you can about the space
 - Where is it on the floor?
 - What kind of other trade show displays will be around you?
 - Is your space in a high traffic or low traffic area?
- Book your space as early as possible. Many trade shows offer substantial early booking discounts.
- Based on your budget, decide how much booth space you will need for your display.
- It is nice to have a large display, but a smaller, simpler booth can be just as effective. After all, the goal is to make connections and gain new customers.

4. PLAN YOUR TRADE SHOW DISPLAYS IN TERMS OF YOUR AUDIENCE.

- Who is it you're targeting with your trade show display?
 - Retail customers?
 - Wholesale buyers?
 - Other businesses in your industry?
- Different audiences “shop” trade shows differently and have different needs.

5. ADVERTISE IN ADVANCE

- Put the word out that you're participating in a particular trade show by inviting your customers, suppliers, and other contacts to attend the show.
- Give them all the details, such as booth number.
- Be sure to advertise your coming trade show attendance on your website.

TRADE SHOW MANAGEMENT MODELS

- In addition to traditional trade shows that are hosted in exhibition halls, there are other types of models you may want to consider once you have a few events under your belt:
 - **Hosted-buyer program** – In hosted-buyer programs, trade show organisers use a strict qualification process to ensure that buyers are highly qualified and motivated. The organisers cover the costs of attendance for those buyers, as they are more likely to register for appointments with exhibitors than non-hosted buyers. This model has worked successfully in Europe for years and is starting to take hold in North America.
 - **Hybrid events** – Hybrid trade shows consist of both a face-to-face event and the virtual, live streaming of content to those who aren't in attendance.
 - **Appointment show** – Appointment shows guarantee that exhibitors and attendees will have short, face-to-face meetings with a specific number of people, similar to speed dating. Each exhibitor receives an appointment schedule before the show begins.
 - **Private meeting rooms on the show floor** – Meeting rooms on the show floor allow buyers and sellers to hold meetings and product reviews in private, which saves them time by eliminating the need for them to go offsite to have meetings during trade show hours.

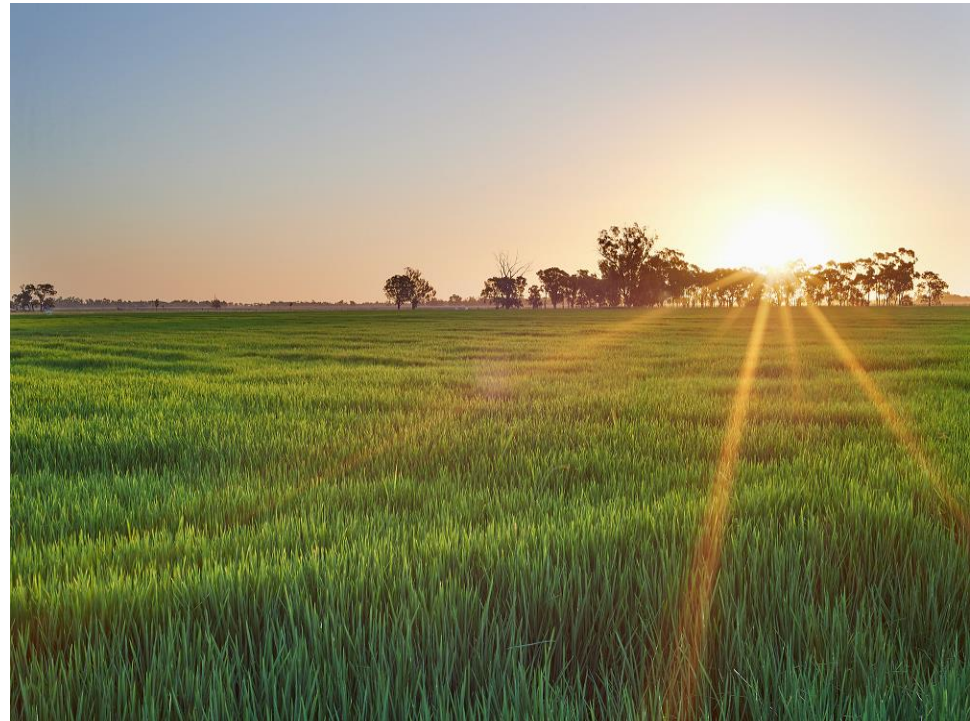
HOW TO CREATE AN EFFECTIVE TRADE SHOW DISPLAY

- When it comes to creating a trade show display, your images and messages should be simple and your layouts clean.
- There are five basic elements that every trade show display should include. Using these elements will help to create an effective trade show display and draw attendees to your booth space:
 1. Visual
 2. Headline
 3. Description
 4. Company name and logo
 5. Website

SELECT YOUR TRADE SHOW GRAPHICS CAREFULLY

- Simple bold and clear images are the most effective in creating a memorable canvas for your selling story.
- Ornate, involved, mysterious, and confusing art and graphics may be great to look at but can be distracting and much less effective as a backdrop for your trade show message.
- Select simple single images.
- If you are in the market for trade show graphics, many services offer simple searches and reasonably priced photos and illustrations to create trade show display graphics.

SELECT YOUR TRADE SHOW GRAPHICS CAREFULLY



CREATE A SIMPLE AND EASY TO REMEMBER HEADLINE

- Choose your words carefully, and keep the headline for your trade show display simple, clear and short!
- A carefully thought out and compelling headline can grab passersby to take a moment and learn a little more about your company.
- The shorter your headline, the larger it can appear on your trade show display. The larger it is on your trade show display, the further your display can reach into the trade show traffic.
- Typeface is also important. Choose a simple and easy to read typeface.
- Next time you're at a trade show, take notice of the displays produced by large companies. Displays produced by large and successful companies consistently use simple bold graphics.

CREATE A SIMPLE AND EASY TO REMEMBER HEADLINE

TASTE THE SUNRICE DIFFERENCE

SUNRICE - THE RICE FOOD EXPERTS

BE CAREFUL WHEN WRITING YOUR DESCRIPTION

- Make each word count.
- Keep sentences short and choppy.
- Most trade show attendees will not want to spend much time reading about your company.
- If the headline and graphic of your trade show display capture their attention, they may want to read a sentence or two at most.
- Remember, less is more!

MAKE THE COMPANY NAME PROMINENT

- You pay a lot of money to exhibit. Take a little extra effort and make certain your company's name is easy for all to see.
- Place the company name in the header portion of your trade show display, as most trade show visitors will expect to find it there.
- If you don't have a company logo, create one. It is your opportunity to create an impression. It makes you look established.

FEATURE YOUR WEBSITE AND SOCIAL MEDIA ADDRESS

- Probably the single most important message in your whole trade show display is your website address.
- If show attendees saw something at your booth that interests them, they can copy your website address, even at a distance, and visit it at their leisure.
- Try to select a website name that is both meaningful to your business and one that is easy to remember.

www.sunrice.com.au

DIGITISE YOUR TRADE DISPLAY BOOTH

- More exhibitors around the world are incorporating digital services and products into their exhibits.
- 100% of exhibitors in Germany have already digitised their booth.
 - Digital slide show
 - Corporate video
 - Digital advertising

BASIC TRADE SHOW BOOTH ETIQUETTE RULES FOR STAFF

- Training staff who will be manning the booth during the show itself is of the utmost importance.
- Unfortunately for most trade show exhibitors, staff training tends to be overlooked in favour of other seemingly more pressing issues like booth planning, design, construction and logistics.
- While the booth itself is important in attracting customers and prospects, your staff's presence and demeanour can make or break that new prospective business.

GREETINGS AND OPEN BODY LANGUAGE

- The following body language tips will help convey a professional and approachable demeanor:
 - Stand up and greet attendees in front of the booth
 - Smile and make eye contact with attendees
 - Speak with trade show attendees, not colleagues
 - Be enthusiastic, confident and polite
 - Thank attendees for spending time at your booth when they arrive and leave.

ATTENDEE ENGAGEMENT

- Booth staff should quickly introduce themselves and ask attendees questions to find out if they can help them in any way.
- A greeting or introduction script can come in handy
- Staff should be prepared to ask open-ended questions to build a rapport with attendees and determine needs.

NO STAFF FOOD OR BEVERAGES

- It may sound elementary, but reminding booth staff to avoid eating, and drinking within the booth can be the difference between looking professional or appearing like slob.
- Some trade show exhibitors choose to issue their staff branded refillable water bottles, which can be a great option for ensuring well-hydrated and professional looking staff.

PROVIDE ADEQUATE STAFFING

- Company representatives are usually responsible for putting the final touches on a constructed booth.
- Arrive early enough to make sure that all materials are properly displayed and ready for show attendees as soon as the exhibit opens.
- Company representatives should remain in the booth through to the end of the show hours of opening.
- Staff disappearing before the end of a show not only miss the opportunity to interact with prospects, but also give off an unprofessional image.

ADHERE TO STAFF DRESS CODE

- Professional and uniform attire helps to reinforce trade show booth themes, and should also be perceived as respectful of the organisations and attendees of the show itself.
- The dress code should easily distinguish booth staff from attendees and include name tags.

BOOTH SETUP AND MAINTENANCE

- Store unattractive boxes and supplies away from sight such as behind a trade show wall, under a fully skirted table, or in a location outside the exhibit area where additional supplies are stored.
- It is important the booth space appears well maintained (including the floor) and rubbish should not be anywhere within view.

TRADE SHOW GIVEAWAYS

- Walk around any trade show and you will be able to collect a bag full of trade show giveaway items all designed to promote business.
- Giveaways can build goodwill, be an incentive, communicate a message, or create awareness.
- Before jumping into the trade show giveaway game there are a few facets to consider.
 - Define Your Audience
 - Set Your Goal
 - Find the Right Item
 - Add Your Message
 - Know the Costs of Your Giveaways
 - Establish Qualifiers
 - Have a Sales Incentive
 - Inform Your Target Audience
 - Have a Draw Prize
 - If all else fails, Hand Out Bigger Reuseable Bags Than The Competition