

### Introduction

Trade shows present the unique opportunity to build face-to-face connections, drawing from a targeted audience of decision makers and professionals within your industry. Stepping outside of the confines of digital marketing and remote sales efforts provides a valuable insight as to how customers interact with products and services, allowing you to meet their needs on an individual basis. While trade shows can be a significant investment, there are a multitude of benefits that can boost your brand presence, increase sales and establish customer loyalty

Source: <http://nimloktradeshowmarketing.com/top-7-reasons-to-exhibit-at-trade-shows>

### 1. Sales and Lead Opportunities

Trade show floors are buzzing with action as thousands of attendees search for solutions that meet their unique needs. With a careful marketing strategy, your brand can stand out from the rest and drive foot traffic into your exhibit.

Be on the lookout for trade shows that are highly relevant to your industry to guarantee qualified leads and interested attendees. Oftentimes, industry professionals are motivated to attend trade shows because they enjoy being on the cutting-edge of latest technology, tools and advancements. Thanks to this, attendees generally have purchasing power and are willing to try something new

Ideas for Increasing Leads:

Invest in a badge scanner to simplify the lead-gathering process.  
Offer trade show pricing to incentivize attendees to close the deal on the show floor

### 2. Take Advantage of Face-to-Face Marketing

Despite recent technological advances, engaging with an actual person behind all of the numbers, proposals and contracts is reassuring.

When you are able to shake hands with a potential client, look them in their eyes and speak to them face-to-face, your message will resonate. This experience cannot be recreated digitally, making trade shows the perfect venue to reach customers directly.

Trade shows offer unique opportunities to:

- Successfully close sales and generate leads in a relaxed face-to-face environment.
- Personally meet with existing customers to strengthen brand loyalty.
- Create lasting business relationships with other vendors and industry professionals.

### 3. Boost Brand Visibility

### 4. Research Your Industry & Competition

At trade shows, businesses stand shoulder-to-shoulder with other big names within the industry. Seize the opportunity to learn from your competition and network with professionals. Walk the floor to observe product displays, engagement tactics and sales pitches to take note of how you can improve at the next event. For example, if you observe that many companies are offering a new service, consider pitching the service during your next team meeting. Also, the perfect chance to stay on the cutting edge of industry news, research and product development. Attending seminars or presentations is a simple way to stay up to date on the latest industry trends.

### 5. Build Lasting Relationships in Your Industry

Every business relies on a community of other businesses to some capacity, and trade shows bring related companies under one roof. If you take the opportunity to meet other industry professionals, then you will likely discover ways that your companies can benefit each other

### 6. Showcase New Products & Services

Launching a new product at a trade show is the best way to maximize exposure and connect directly with consumers. Exhibits that incorporate creative product display solutions help set the stage to build face-to-face connections throughout the trade show. Allowing customers to experience the new product firsthand will increase interest and drive sales, even after the show has ended.

### 7. Listen to Customer Feedback

Trade shows present the unique opportunity to receive real-time feedback on your products and services. Understanding how customers interact with your brand provides valuable insight that will help your company improve and customized marketing efforts.

Be sure to listen to current customers as well as prospects, to understand how customer's needs can be met at every step of the buyer's journey.

From small businesses to large corporations, trade shows provide unique opportunities to increase exposure and connect to consumers on a personal level.

Small businesses can use trade shows as a platform to spread the word about exciting company news, products and promotions to gain valuable exposure. While a large exhibit may not be in the budget, a smaller 10' x 10' exhibit can have a big impact using smart design elements like kiosks, counters and product displays.

Larger companies can make an impact as an industry leader by creating a spacious exhibit that includes powerful design elements like hanging structures, bold graphics and interactive displays.

Consult with a trade show expert to learn the best practices for create a huge impact on the show floor.



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