

Exhibitors That Utilize Pre-Show Marketing Report Higher Sales Volume

Western Exhibitors has developed cost-effective programs that will help you contact the right customer for your product:

- ❑ **CATEGORIZED buyer mailing list**—a perfect way for new exhibitors to contact buyers looking for your product at the Portland Gift & Accessories Show — gayle@weshows.com or 415-447-3224

Please note the following:

“45% of our reporting stores tell us they’ll be buying more merchandise at shows versus other sources.” GiftBeat Magazine

Surveys indicate that 75% of all tradeshow attendees have at least a mental or written agenda.

GET YOUR COMPANIES NAME IN FRONT OF THE RIGHT STORES AND PEOPLE THAT MAKE BUYING DECISIONS.

- ❑ **DIRECTORY FORM** – Be sure to fill out your Directory Information Form so companies will have as much detail as possible about your company and your product.
- ❑ **DIRECTORY ADVERTISING** – Consider placing an add or your logo in the Official Show Directory.

Marketing Continues At The Show!

- ❑ **ONLY IN PORTLAND SHOW SPECIALS**—buyers shop at gift shows and look for special incentives to buy on-site—we encourage exhibitors to offer “only at show” offers. Fill out the online form for show specials and return it to Western Exhibitors for inclusion in the FREE list given out at the registration desk.
- ❑ **SPECIAL PRODUCT PREVIEW AREA** —in the Registration Lobby is where **you can get more product exposure. This area is open to buyers prior to the 9:00 am opening and buyers stop here FIRST** to see what’s new.

People Buy People—Connect With Buyers At Your Booth

□ Four steps to in-booth selling success:

1. Engage the buyer:

- Acknowledge the visitor as soon as possible
- Prepare your opening lines—use open ended questions, i.e., *“How do you like...?”*; *“What can I tell you about...?”*; *“What type of new product are you looking for?”*
- Dress appropriately
- Positive Posture
- Smile

2. Qualify a prospective customer:

- Ask the buyer about their store, i.e., *“Tell me about your store”*; *“What’s on your list today?”*; *“Which of these products best fit into your product mix?”*
- Use the attached qualifying “card” (or your own) to capture all visitors to your booth—follow up immediately following the show

3. Sell!

- Use strong, short, suggestive selling statements, i.e., *“This is our best product”*; *“This is our newest product”*; *“Have you seen this?”*; *Have you ever thought of doing it this way?”*
- Remember to suggest “add-on” items—multiple items that compliment each other; assortments; display offsets.

4. Close The Sale

- Ask for the sale, i.e., *“Shall I write this up?”*
- Follow up and honor your shipping dates

Items To Have Ready In Advance Of The Show

- Order Forms—preprinted**
- Product Pricing/Price List**
- Catalogs/Brochures**
- Freight Information**
- Order/Cancellation Policies**
- Minimum Order Requirements**
- Business Cards**

PERSONAL DEMEANOR

Listed below are trade show do's and don'ts:

DO:

Be eye level with the customers
Stand up to talk to buyers

Always wear your exhibitor badge
Wearing the badge on the right is best

Demonstrate enthusiasm about your product

Maintain positive body language/posture

Smile, Smile, Smile

Professional Appearance Matters

Know your product

Listen to prospective customers needs

DON'T:

Sit down

Eat in your booth

Use your mobile phone in your booth

Read
Especially newspapers and books

Leave booth unattended

Make negative comments
About the show
About neighboring exhibitors