

PRE & POST-SHOW MARKETING PORTLAND GIFT & ACCESSORIES SHOW®

Approximately 95% of trade show attendees preplan their shopping before an event...Western Exhibitors has developed programs that will give exhibitors the tools to put their company in front of the decision makers and those authorized to buy for the business. Here are 4 key points for marketing for a specific company:

1. *Did you know* that exhibitors can purchase mailing lists from Western Exhibitors containing stores and contact names for minimal cost...contact gayle@weshows.com 415-447-3224
2. *Did you know* that you can print 250 4 x 6 postcards (which mail at postcard rate @ \$.28 per card) in 4-color that feature your product for only \$125. The postcard can include a sales/incentive driven message professionally printed by Modern Postcard. Contact 800.959.8356 or online at www.modernpostcard.com. Customized postcards draw a significant amount of attention.
3. *Did you know* that you can get more product exposure by taking a space in the special product preview area open to buyers prior to the 9:00 am opening?
4. *Did you know* that many buyers wait up to 90 days to place an order with an exhibitor at a show? **POST SHOW FOLLOW-UP IS IMPORTANT!** Be sure that you have a system in place so that you can follow up on all the contacts you met during the show. Let us know if you would like a sample Lead Tracking form faxed to you...use our template or develop one of your own from this for easier follow up.