

Session 6b:

Tradeshows

Finding export sales at international trade events



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KEYS TO SUCCESS

- Know objective(s)
- Advance work
- Staff selection & training
- Marketing plan & collaterals
- Booth contractor
- Task timeline/ checklist



Photo: http://www.nasa.gov/images/content/570900main_s84-27017_full.jpg

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KEYS:

KNOW YOUR PRIME OBJECTIVE

- Sales
- Overseas representation
- New product
- Customer contact
- Market intelligence

BOOM!



© 2011 Munnich © 2011 M-1A1 Abrams main battle tank. <http://www.defense.gov/photos/newsphoto.asp?newshotoid=1193>

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KEYS:

ADVANCE WORK

- **Don't just show up!**
- Develop a task timeline and stick to it
- Research the market
- Avoid frustration
- Maximize ROI




Photo: <http://www.musee-lavoisier.com>

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KEYS:
**PREARRANGE
APPOINTMENTS**

- Existing customers
- Past attendees and exhibitors
- Trade association membership lists
- Online directories



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Call
highest priority
customers

**Postcard
Series**

Snail Mail
Priority
Customers

**Social
Media**

E-mail
everyone

KEYS:
**TARGET
CUSTOMERS**

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KEYS:

GIVE THEM A REASON TO VISIT

- Say you value their business
- New product or pricing
- Hospitality suite
- Map makes you easy to find (multi-lingual is even better)




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KEYS:

MAKE APPOINTMENTS WITH PRIME CONTACTS

Meet where and when convenient for them:

- Booth
- Their hotel
- Restaurant or bar
- Hospitality suite



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KEYS:

PROMOTE YOUR PRESENCE

- Be a little flamboyant
- Press release
- Advertise in show directory
- Advance ship trade literature



Photo: Overhead images

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KEYS:

STAFF TRAINING

- Customer inquiry forms
- Key talking points
- Invite customers into booth
- Dress code
- Comfortable shoes
- ***“Nobody ever sold nothin sittin down”***



Photo: http://upload.wikimedia.org/wikipedia/commons/7/7a/Marines_do_pushups.jpg



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KEYS:

MARKETING & COLLATERALS

- Translate literature
(for some markets)
- Nametags
- Useful giveaways
(people will keep)
 - desk items
(pens, clocks, calendars, etc.)
 - travel accessories
(passport holders, led flashlights)



Photo: ©/G2, USA Pavilion, Shanghai Expo 2010



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KEYS:

CHOOSING AN EXHIBIT COMPANY

- Establish firm budget
- Review portfolios
- Experience with your product?
- **Check references!**



Photo: Charashou Liner Display Co., Ltd., Japansu China, http://www.3dchina.com/eng/2014/04/04/11001.html

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KEYS:

THE BOOTH

- Location is ^(almost) everything!
- Bigger isn't always better
- Custom designs can be tailored precisely to your needs
- Turn-key rental solutions are convenient

Photo: Based on BAUMAG Show in China



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KEYS:

GIMMICKS DON'T ATTRACT QUALITY VISITORS

- Don't use booth models →
- ~~Cheap giveaways~~

Photo: Princess Barbie, Inc.



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KEYS:
DRESS CODE

- If casual, consider matching golf shirts
- More formal in Europe & Japan
- Comfortable shoes (again)



WEAR FLORS.

Photo: Sober of the future exhibit by Anthony Taylor. 60th Support Command Public Affairs Office. <http://www.usa.army.mil/infodocs/212341>

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Keys:
**Beer
expected
in Germany**



Mass Beer | Flickr - Photo Sharing! www.flickr.com/photos/1234567890/1234567890/ - Waitress bringing Mass Beer in Oktoberfest Muenchen



SUMMARY:

Thousands of shows present opportunities

IF

1. Choose the right event
2. Establish budget/ timeline
3. Do advance work
4. Invite key customers
5. Train booth staff
6. Follow-up

Photo: NASA. Sun rising above the earth taken from the International Space Station



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1-800-USA-TRADE or the nearest
US Export Assistance Center
or SBDC International Trade Center

Photo: Langkat, P. & A. N. (2014). The maze of life. Retrieved from iStockphoto.com

Session 6b:
The End
Tradeshows

