

Session 6b:

Tradeshows

Finding export sales at international trade events



ExportUSA.com is operated by the US Export Assistance Center, in Atlanta, a consortium that comprises the SBC International Trade Center of the University of Georgia, and the US Commercial Service. The SBC program is funded by the University of Georgia and the US State Department Administration. SBC's funding is an endorsement of



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TRADESHOWS

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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TRADESHOWS

KEYS:

KNOW YOUR PRIME OBJECTIVE

BOOM!

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



© 2011 Munnich © 2011 M-1A1 Abrams main battle tank. <http://www.defense.gov/photos/newsphoto.asp?newshotoId=1130>

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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.museum.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, iStock

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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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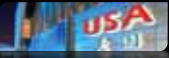
KEYS:

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: iStock.com/USA Travel, November 2014



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KEYS:

CHOOSING AN EXHIBIT COMPANY

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



Photo: Charabai Liner Display Co., Ltd., Japan; China, the [unreadable] [unreadable] [unreadable] [unreadable] [unreadable] [unreadable]

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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 BAUMAC 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:

SIGNS AND GRAPHICS

- ✓ Clear concise message
- ✓ High signs visible from a distance
- ✓ Eye-level signs visible from aisle
- ✓ Keep videos short

Photo: Chinese water safety sign, original artwork, *New Today*, *Philippine Navy Recruitment Postings*, *navy.mil.ph*

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KEYS:

ORGANIZE GRAPHICS LIKE A NEWSPAPER

- Key graphics and headlines are HUGE
- First paragraph quickly tells story

Actual sign spotted in Asia →

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KEYS:
DRESS CODE

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



Photo credit: Photo by Anthony Taylor - 60th Support Command Public Affairs Office. <https://www.usa.gov/media/212341>

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Keys:
Beer
expected
in Germany



Mass Beer | Flickr - Photo Sharing! www.flickr.com/photos/14302124@N00/10556198582/ - Waitress bringing Mass Beer to 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



Quiz 6
 Quiz - 9 questions
 Last Modified: Mar 31, 2014 at 09:31 AM

PROPERTIES



On passing, 'Finish' button: [Goes to Next Slide](#)

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Allow user to leave quiz: [After user has completed quiz](#)

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 Edit in Quizmaker  Edit Properties

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



Photo: Leonard H. S. / iStock.com

*Session 6b:
The End
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