



Backpack Booth
www.ezbackdrops.com

YOUR 6 KEYS TO A SUCCESSFUL TRADE SHOW!



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IT'S SHOWTIME – NOW WHAT?

Do your homework - find out who will be attending the show: customers, prospects and competitors. What are your goals and how will you measure success? The number one benefit of a tradeshow is the compressed time and place for you to see as many prospects as possible and gain new business.

1

Plan Your Booth

Keep the front of your booth open and welcoming to easily engage with prospects. Keep your table and any products or handouts organized on the side of the booth, making the booth naturally inviting. Be sure not to block your EZ Backdrop's message!



2

Prepare How to Engage

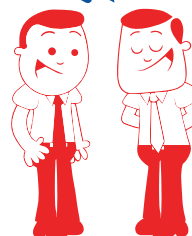
Plan open ended questions to stimulate conversation and keep your prospect engaged. Help them share what they are looking for and be ready to show how you can help. Questions that can be answered with a Yes/No will not lead to an engaging fact finding conversation...plan your questions carefully to keep the conversation flowing.



What brings you to the Show today?



How are you today? Enjoying the Show?



3

Quickly Qualify Customers

The biggest key to success is knowing how to qualify your candidates and how to disengage with unqualified prospects quickly. This ensures you spend your time with prospects that are suited to your needs and are interested in your offering.

4

Make a Great First Impression

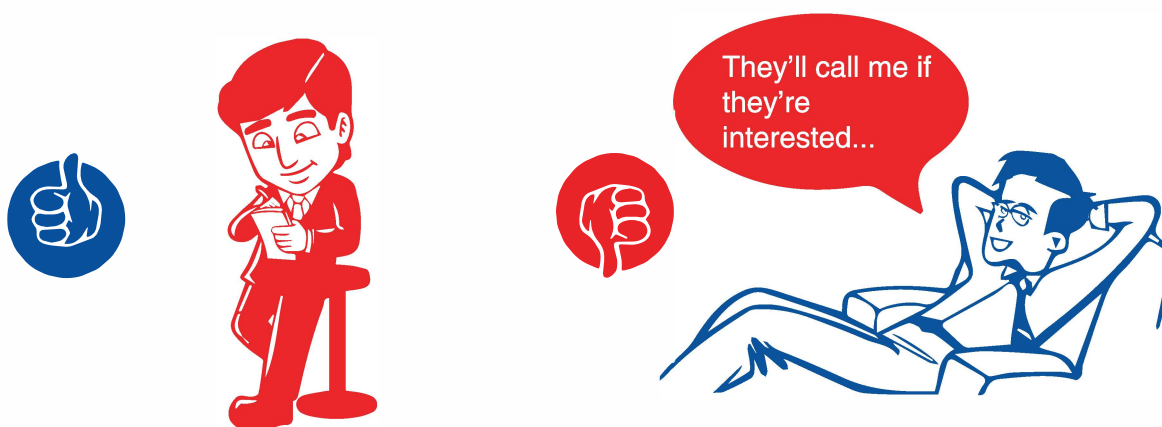
Prospects decide from as far away as 25 feet whether they have an interest in your booth. As they walk the aisles and scan for offerings of interest, make sure that your body language is saying "Please stop and learn more about my offering." If you are sitting, on the phone or laptop, eating, or standing with your arms crossed your prospects may decide you're not interested or too busy to engage with them. Obviously you're there to do just that...make a Great First Impression!



5

Create a Follow-Up Plan

Yup, most importantly collect those leads! Have a system ready to take down the contact information for all interested prospects. Any method works: Show Scanner, iPad, phone, even a note pad - whatever works best for you. Capture as much information as possible so you can know your prospect's needs to follow up.



6

Follow Up Fast

Attendees will probably give their contact information to several competitive companies. The longer you wait to follow up after the show the longer your prospects have to forget about you. Don't miss out on the opportunity to close on the "Hot Lead" that you acquired by exhibiting at the Show!