

Trade Show Types

Trade shows can be valuable if optimally executed. If you haven't already, I'd recommend reading *Ten Tips for Trade Show Success* for some great general trade show advice.

Attendees visit for various reasons, and it's a good idea to develop a few key questions that will help your team quickly recognize the various types and act appropriately. Visitors to your booth will probably fall into one of these categories:

I COULD BE YOUR FUTURE CUSTOMER

They're the main reason your company is at the show. Perhaps they're responding to your great pre-show promotion, or they represent a company that wasn't on your suspect list. In any case, the key is the qualifying questions that you've developed pre-show so your team can identify these people quickly and ensure they receive proper attention.

GOT A JOB?

Many students and professionals in transition will attend shows or networking opportunities. You may want to spend time with them, but only when things are generally slow and you're not missing out on possible prospecting.

OHHHH! THAT'S NEAT!

Many people will cruise the show floor and just grab three to five pieces of every giveaway item they can get their hands on. Not only does that cost money, but you also have no idea who they were. We recommend that giveaways are handed out in person and not left in a big pile at the front of the booth.

HMMM...VERY INTERESTING...

Does it seem like some visitors are asking a few too many specific questions? They're probably snoops working for your competition! Trade shows are a bastion for competitive intelligence gathering. Make sure your team is wise to it so you don't get burned.



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I CAN HELP YOU

These are the visitors to your booth who aren't buying but selling. Perhaps they're another exhibitor, a trade publication or a vendor to the industry. The opportunity to meet new providers is truly a benefit, but just be careful that the team doesn't spend too much time shopping if potential buyers are being neglected.

I'LL JUST TAKE A BROCHURE

Underlings are sometimes sent to shows to gather information for their boss. Although these people aren't the decision makers, they most likely will have some strong influence and should be treated as true prospects.

Enjoy the shows!