



Tips for Trade Show Success

Heights-Hillcrest Regional
Chamber of Commerce

Get the most out of your investment with these helpful planning tips!

IN ADVANCE OF THE EXPO:

- Prepare a written plan**, including:
 - Goals/objectives.
 - A budget, schedule, and specific deliverables for promotion, display, and follow up. *(See your Exhibitor Packet for special opportunities and discounts)*
 - Specific questions to ask potential clients.
 - Organizing, motivating and training staff to assist articulately at your exhibit.
 - A checklist of materials to bring to the event. Don't forget extension cords!
- Order** promo literature, marketing specialties, and business cards. Expect to meet 500 people.
- Plan your display** for easy transport and durability. *(Note: Table-top displays only, unless registered for a floor space. Walls and columns may not be used for mounting display materials.)*
- INVITE!** Colleagues, clients, employees, & prospects will thank you for sharing the opportunity.
 - Follow and repost HRCC** on Facebook, LinkedIn and Twitter (@hrccempowers). Use hashtag #HRCCEXPO
 - Share Promotional Expo Business Cards** as you're networking and socializing, send them with invoices and correspondence. Expo is free to attend; the cards are just good reminders – and a great way to let people know you thought enough of them to invite them.
- Fax HRCC your Name Tag Form** with your exhibit staff's names **BY APRIL 26** and we'll have name tags waiting on your exhibit table. **HRCC fax #: 216/397-7353**

AT THE EXPO:

- Staff your table** with knowledgeable reps at all times. An unmanned table is a lost opportunity.
- Project a professional image:**
 - Business attire is recommended.
 - Turn off your cell phone.
 - Do not eat, drink, or chew gum while working your exhibit.
 - To preserve the business atmosphere, children will not be permitted at the Expo.
 - Networking only, please: No sales permitted.
 - No loud audio.
- Make the most of your presence:**
 - **Stand IN FRONT** of your table to facilitate networking and make visitors feel welcome.
 - **Be outgoing**, friendly, and confident in your offering.
 - **Ask important questions** to help you separate good prospects from the simply curious. *(See Make the Most of Your Contacts, available for download at hrcc.org/expo.)*
 - **Attract** the prospects you want with targeted giveaways, prizes, and contests.
 - **Demonstrate** your product or service if possible.
 - **Network with fellow exhibitors!** This often yields profitable new partnerships.

Most of all – Be Yourself, and Have Fun!