



5 TIPS FOR DRIVING BOOTH TRAFFIC

Make the most of your trade show experience with these quick tips for increased engagement.

TIP 1

PROMOTE YOUR PARTICIPATION

Let your audience know that you'll be there as soon as your attendance is confirmed. Promoting your appearance at a trade show via email marketing, direct-mail campaigns and more goes a long way in building anticipation.



TIP 2

TAKE TO SOCIAL MEDIA

Engage with your audience on Facebook, LinkedIn, Instagram and X using the event hashtag and location tags. This is also a great way to extend your reach to others searching those tags.



TIP 3

DESIGN YOUR BOOTH TO BE OPEN AND INVITING

Removing obstructions at the front allows visitors to easily enter and converse without feeling crowded. Opting for a larger booth space, such as 10' x 20' instead of 10' x 10', provides a more welcoming environment. A well-thought-out layout can draw people in and encourage meaningful interactions with your products.



TIP 4

PREPARE YOUR TEAM

Knowing your products inside and out with a 15-30-second elevator pitch will establish your company as a trustworthy expert to potential clients and partners. Have follow-up statements prepared that will inform them:

- How selling your product can help their business (strong margins, shipping discounts, etc.)
- What you can offer them that your competition can't (in stock and ready to ship, 1-day shipping from a variety of distribution centers, etc.)

TIP 5

FOLLOW UP AFTER THE SHOW

Touch base with contacts no later than 48 hours after the show has ended. Making a name for yourself as a reliable partner will not only help you close sales now, but improve booth traffic for future events.



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