



IDENTIFYING THE RIGHT SHOW: CHECKLIST AND TIPS FOR THE PROFESSIONAL

Decided to make trade show media part of your marketing strategy? Ask yourself the right questions to select the event best aligned to your goals and expectations.



YOUR B2B SHOW PARTICIPATION GOALS

- ✓ **Doing business with your prospects:** remember to invite your prospects to join you at your stand ahead of the event, to maximize your opportunities on the day.
- ✓ **Reaching new targets:** a trade show gives you access to contacts who might normally be difficult to reach. Expanding your target audience opens-up new networking, and so new business opportunities.
- ✓ **Exporting to new markets:** globalization offers a genuine growth opportunity for your business. The show brings together national and international players from the same sector. So it's an ideal opportunity to meet up with them.
- ✓ **Being visible:** see and be seen –the keys to growing your customer portfolio while remaining active and approachable in the eyes of your existing contacts.
- ✓ **Building brand awareness:** your presence and activities offer an opportunity to strengthen your position as an industry expert, and expand your network. Increasing your visibility boosts your profile.
- ✓ **Keeping your finger on the pulse:** the show is also an opportunity to promote your expertise to different industry players during talks and formal or informal discussions. This is where trends and good practices take shape. Why not make the most of the opportunity to enhance your own expertise?

The exports example

When considering exports, looking at the **nationalities attending the show** you're targeting is essential. It's an opportunity to test a market and find contacts. If the goal is to find a distributor for your company's products or services, one good meeting could be all it takes.





QUESTIONS TO ASK YOURSELF WHEN SELECTING YOUR B2B SHOW

What's the visitor profile?

- How many people will be there?
- Which types of visitors? Delegations, buyers...
- Which nationalities?

If you're targeting an international audience, consider adapting your communication tools and having a bilingual representative at the stand!



What services are offered by the organizer?

- Networking, business meetings
- Badge reader
- Sponsorship opportunities
- Support and package for new/1st time exhibitors (presentations, talks and exhibitor workshops)



5 things that make all the difference

Significant benefits for maximum return on investment!

- How much is innovation emphasized at the event?
 - › Is there a competition at the show? Can I participate with my company's own innovative products?
 - › Will the trade press be there?
- Will talks be organized?
 - › On what topics?
 - › Will there be an opportunity to speak?
 - › What topics should I learn more about?

A trade show is an investment, but above all is a real springboard for your business. Take your time in selecting your event; compare your goals with what the show offers. Don't forget: the organizer is there to help you, but only you can make a success of your show!