



Marketing Opportunities & Tips for Effective Trade Shows

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Effective Exhibiting Tips

- Develop a realistic show budget
 - Know the costs before signing up for the show
- Have a clear goal for the show
 - Ensure staff are aware of the goals
 - Don't try to accomplish too much
 - Ensure staff selected to work the booth are the right people and are knowledgeable about the products

Exhibiting Tips



- Ensure booth is well lit
- Dark booths will not draw attendees in

Exhibiting Tips

- Sample your products to draw buyers into booth
- Make your booth smell good



Exhibiting Tips

- Dress alike so people can identify staff
- Provides a more professional look



Exhibiting Tips

- Have product clearly displayed
- Ensure the various categories of products are displayed



Exhibiting Tips



- Ensure graphics, photos, & banners are not torn, bent, dirty, etc.
- Ensure booth is clean and free of clutter

Exhibiting Tips

- Don't Sit
- Don't Read
- Don't Eat or Drink
- Don't Ignore Attendees
- Don't talk on the Phone
- Don't be a Border Guard
- Don't Freely Hand out Literature
- Don't Cluster



Exhibiting Tips



- Choose the most effective exhibit display booth
 - Budgetary requirements
 - Size of banners & display
 - Ease of set-up & transportation
 - Messages

Post Show Activities

- Create a database of all qualified leads
- Follow-up with qualified leads within 48 hours of show closing
- Post-show team meeting to identify how to improve future shows

Upcoming Trade Shows

- Associated Food & Petroleum Dealers (AFPD) (retail & convenience)
 - April 27-28 – Novi
 - Full booth \$600, half booth \$300

- FMI Show (retail)
 - May 11-13 - Las Vegas, NV
 - 10x10 booth \$2,600

- NRA Show (foodservice & HRI)
 - May 22-25 – Chicago, IL
 - 10x8 booth \$2,280

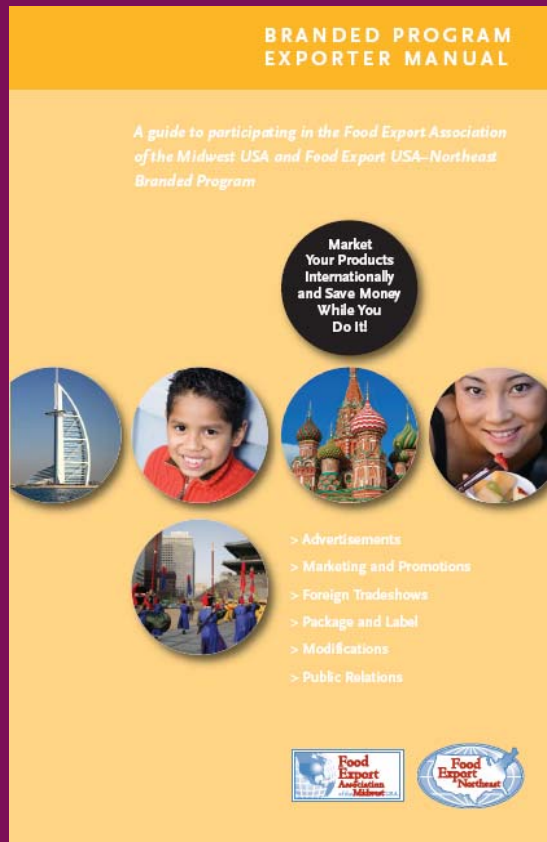
- Michigan Grocers Show (retail)
 - September 12-15 – Mackinaw Island

- Michigan Restaurant Show (MRA) (food service & HRI)
 - October 19-20 - Novi

Export Opportunities

- Buyers' Missions
 - Food Service Buyers Mission at NRA – May 22-25, Chicago, IL
 - Midwest Buyers Mission – July 26, E. Lansing, MI
- Assistance at major U.S. and international trade shows
- Trade Missions
- View upcoming events at www.mdainternational.com

Branded Program



- Cost share assistance for branded products sold in foreign markets
 - 50% cost reimbursement of eligible expenses
- U.S. food & agricultural products only
 - minimum 50% US agricultural origin
- Products not covered by another industry group
- Small companies only (<500 employees)
- Application from a US company

What Are Eligible Expenses?

- Advertisements and publications
- Public relations and seminars
- Promotions and demonstrations
- International tradeshows
 - including limited travel costs
- Certain tradeshows held in the U.S.
- Package and label changes

Contact Information

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