

## **Tips to Improve Your Effectiveness at Tradeshows**

The new marketing strategies have shown that tradeshows are an excellent source of new sales for small- to medium- sized businesses entering the international marketplace. It allows international buyers and importers to experience unique or specialty food items that could potentially be sold in their markets. Tradeshows are also a great way to get maximum exposure for your products, reaching the target audiences that are looking for you. In fact, tradeshows are one of the most cost effective ways to generate the highest quality sales leads. And what better way to get instant feedback on your products than from real, live customers?

So why spend all of your time and money struggling to find someone to sell your products to when you can show your products at an event that draws the very people who are looking for new products? Not to mention each tradeshow can bring in hundreds to even thousands of decision-making buyers from across the globe-an audience you wouldn't have any other way!

### **How Can You Make Sure Your Exhibit is Landing New Business?**

The Tradeshow Exhibitors Association website, [www.tsea.org](http://www.tsea.org), provides useful tips to help you improve the effectiveness of your tradeshow booth. In their article, "Ten Easy Ways to Attract Visitors to Your Booth," Bob Thomas gives helpful tips to improve your tradeshow success...

1. Ensure your booth is well lit.
2. Use bright colors.
3. Upgrade your carpeting to create a comfortable area to stand.
4. Arrange your furniture so it's open and inviting.
5. Make something move using your product or an activity that's related to your product (toss a yoyo or a ball with your logo on it).
6. Make your booth smell good. Bake cookies or bread or even drop vanilla scent onto a light bulb.
7. Give your booth some personality with decorations.
8. Dress alike so people can identify your staff at the show.
9. Use high-tech tools to communicate to people passing by.
10. And last, but certainly not least, send your very best, personable employees to staff the booth.