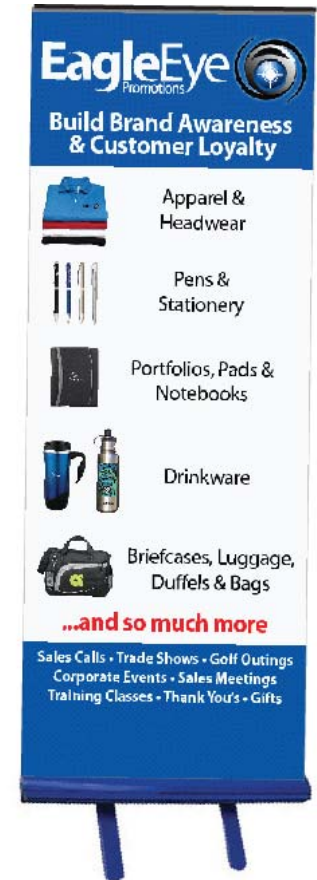




MetLife®

How to Get Noticed at a Trade Show



- Attendees walking a show are inundated with hopeful vendors trying to lure them in.
- On average, they look at a booth for less than 10 seconds as they walk by !

**What can you do to
stand out?**

Use graphics to **grab** attention!



Or use 3 banners to tell your story. They're lightweight, versatile and effective

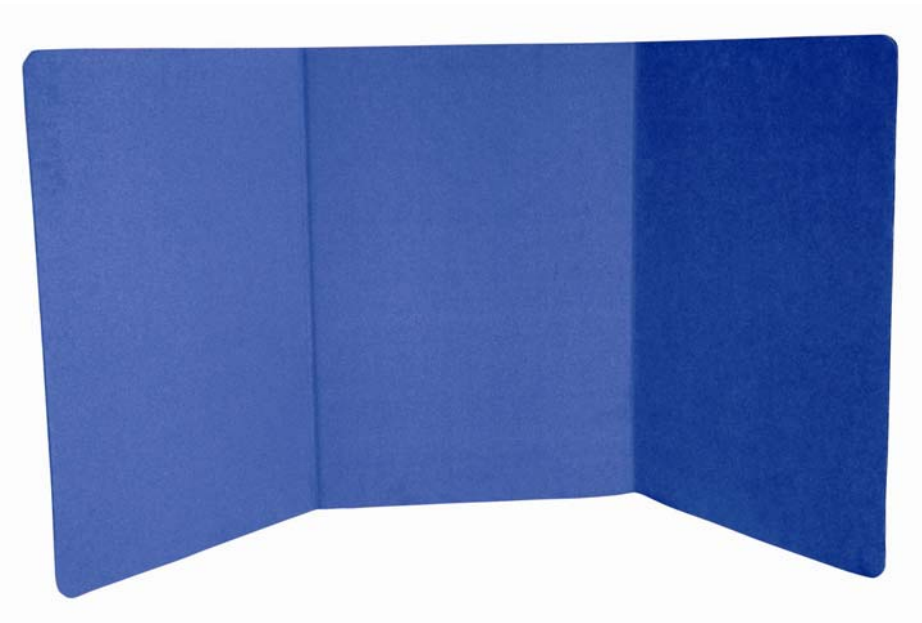


Cover your table and get noticed

(also a great way to hide stuff!)



Use a simple 4' or 6' desktop display and
add your graphics



Or get a little fancier...



If you have a 8 or 10' booth and want to make an impact



Straight wall w/ lights
and counter



Curved Wall w/ lights
and counter



Dimensional Display w/
Interchangeable fabric banners

Use display racks, literature and business card holders to clean up and organize your display



Put it all together...



Things to do!

- Bring professionally created literature to give out!
- Own company branded shirts?

WEAR THEM!

- Got **good** giveaways?

GIVE THEM OUT!

There are displays for every budget.

Determine your budget and what you want to highlight. Then decide whether you just need banners and a table drape or a full display.

Trade Show Best Practices

Before the Show

1. Do some planning. Don't wait until the day before to decide on material, display etc.
2. Research your audience – choose appropriate shows and tailor your material to your audience.
3. Make certain your table-skirt and banners are clean.
4. Set measurable objectives. Objectives enable you to evaluate results.
5. Evaluate your space needs and plan accordingly.
6. Assign responsibilities. Make sure that everyone is clear on their objective.
7. Plan pre-show promotion. Will you invite clients and prospects? If you plan to have giveaways, make sure to order a month in advance of the show.

At the Show

1. Give your display some height. Vary the heights on the table to make it interesting. Make it visually appealing.
2. Don't display everything you can. Use the space well, but don't look sloppy and overwhelming.
3. Use catalog, brochure and business card holders. It faces your literature toward your prospect and keeps the space cleaner.
4. Don't sit behind the table. It's intimidating to approach someone who is sitting. It also gives the impression that you are just biding time before you can leave!
5. Network with other vendors. These are relationships you can build to expand your business.
6. Be courteous to your fellow vendors. Don't be a space hog. Don't ask for their giveaways. Most vendors are happy to give you their material; you are a potential client. However, wait until the end of the day when the general public has already gotten their material.
7. Look at other exhibits. What is new and fresh that you can incorporate into your next show?

At the Show (p. 2)

8. Candy is great to have on the table. Make sure it is FRESH.
9. Be on time and stay until the end.
10. Don't sell. The purpose of a tradeshow is to engage the attendees and book follow up appointments.
11. Give whomever you are talking to your complete attention. There is nothing worse than speaking with someone who clearly is looking for the "next" best thing.
12. Don't poach another vendor's customer.
13. Don't stand around chatting with your own people.
14. Be engaged with what's going on around you. If you look bored, attendees think your space is boring.
15. Don't grab people out of the aisle. Smile and say hello. That is much more inviting than a "hard" approach.

After the Show

1. Meet with your team and do a de-brief. What went well? What can you improve upon?
2. Pack up your material carefully and get organized so you are ready to go the next time. Clean your table-skirt if necessary. Re-stock brochures and giveaways if applicable.
3. Follow up. General rule-of-thumb: follow up within 24 hours to have maximum impact with the people you met.
4. Put leads into a tracking system so you can track results.
5. Evaluate your exhibit. What do you need to be more impactful the next time out?
6. Give feedback to the organizers. This is a great way for you to get more involved with the people who are running the show. Good or bad, feedback is critical to making sure you receive what you need.

Please contact us for more information
on creating the ***right*** look for your trade
show display and the ***right*** items for
your giveaways!