

TIPS FOR EXHIBITORS AND BUYERS ATTENDING SEAFOOD SHOWS

Sea Fare International is sponsored by "Seafood Leader", which publishes a seafood journal with the same name. A recent issue of that magazine provided the following advice for show exhibitors and seafood buyers to make their attendance at seafood shows more productive.

TIPS FOR EXHIBITORS

- ° Start planning your mission 90 days before a show.
- ° Let co-workers participate in the mission.
- ° Make a "show productivity list".
- ° Take care of the fundamental details well in advance.
- ° Create an attractive, comfortable, well-lighted booth area with explicit signage and graphics.
- ° Send out pre-show invitations and press releases to key buyers.
- ° Print individual product sheets to meet specific needs of your buyers.
- ° Plot precise strategy the night before the show.
- ° Study the floor plan and show directory.
- ° Pre-arrange appointments with important contacts.
- ° Always have a knowledgeable, winning salesperson in your booth.
- ° Use a "qualified lead form" to screen visitors.
- ° Don't waste time on "tire kickers".
- ° Display live product if possible.
- ° Serve well-prepared food.
- ° Keep your booth clean and in good repair.
- ° Attend seminars, study the competition, educate yourself.

TIPS FOR BUYERS

- ° Pre-arrange meetings with key individuals.
- ° Study the floor plan and show directory.
- ° Scan the exhibit floor before making specific visits.
- ° Prioritize exhibitors so that you visit the most important booths first.
- ° Seek out new products and exhibitors.
- ° Shop around before you buy.
- ° Gather only the most appropriate literature, and take notes to refresh your memory.
- ° Ask lots of questions.
- ° Eat a healthful, well-balanced diet.
- ° Take frequent breaks to reduce fatigue.
- ° Attend seminars, study the competition, educate yourself.