

## Developing Your Overall Trade Show Strategy (Cont.)

**Your overall trade show strategy requires careful analysis of:**

- Objectives and goals of your company.
  - What are you selling or trying to communicate?
  - What is your target audience?
  - What are the selling environments?
- Increase or decline in value of various market segments.
- Varying audiences you need to attract for your company's various product and services. Different products might require different audiences.
- Features, benefits, prices and availability of your products.
- The presence of your competition.
- Competitive marketing methods and cost comparisons.
- Timing — Which shows coincide with other important marketing campaigns?
- Demographics and geographics.

**Your overall trade show strategy also requires advance planning because:**

- Setting, implementing and reaching goals must align with the overall goals of your company's sales and marketing program.
- You'll want to take advantage of show management's advance promotional offerings to maximize your visibility.
- Your trade show schedule needs to be structured around and made an integral part of other projected campaigns that introduce new products, and reinforce the sales effort of those already on the market.
- Allocating and budgeting funds usually requires plenty of lead time.
- Booth design or booth modification, planning of special graphics and themes that draw your qualified audience to your product is a process over time.
- For proper execution and profitable results, it is imperative that you involve all managers, related sales staffers and principal suppliers and distributors in the goal-setting process. Management by committee requires lead time.