

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

**Your overall trade show strategy and your decision to exhibit must potentially benefit your company in one or many of the following ways:**

- Demonstrate and sell products and services;
- Develop ongoing additional sales leads;
- Set appointments;
- Introduce new products;
- Develop product and seller awareness;
- Increase local market share;
- Solidify manufacturer/dealer relations;
- Support the sales force "in the field;"
- Improve competitive selling skills;
- Generate better public relations;
- Establish a media event;
- Educate sellers and buyers;
- Build mail lists for lead generation;
- Enter new sales territories or establish new distribution channels;
- Train sales personnel;
- Stimulate synergy among sales, advertising, promotion and technical personnel;
- Test-market new ideas and products for customer acceptance;
- Determine required changes to improve acceptance, performance, appearance;
- Enhance company image as a viable supplier and force in the marketplace;
- Identify new markets;
- Present products in a new dimension;
- Offer on-site and post-show "specials" to create ongoing attention;
- Provide customers access to company experts;
- Attract media attention;
- Expose employees to industry leaders;
- Signal your company's support of the industry;
- Tie in with corporate sales meetings or technical training sessions;
- Employee recruitment;
- Competitive intelligence;
- Reinforcement of customer loyalty;
- Diffuse customer complaints;
- Improve understanding of customer attitudes;
- Introduce new selling techniques;
- Reposition the company in a market;
- Stand above the competition;
- Support industry organizations.