

Increasing Traffic Through At-Show Promotional Vehicles

Press Conference

Schedule a press conference if you are planning to announce new products or technology. Use this vehicle if you have an astoundingly important announcement.

Press Kits

The kits will contain news releases with important announcements and information about your company and its product line. Before the show, distribute press kits to select key media contacts. Make them available in quantity at the show.

Incentives

Publicize offerings such as premiums, giveaways, free product drawings and other contests that require visits to your booth.

Consider co-op programs with other non-competitive exhibitors whose products are compatible with yours. Any exciting awareness-building technique that is relevant to your product or service and builds traffic is important.

Billboards

Located in high-visibility areas, billboards can increase your quality booth traffic. Message should be clear and simple for maximum impact and attention.

Hospitality Suites and Entertainment Events

During non-show hours, functions held in either a quiet environment or an upscale one provide opportunity to entertain key prospects. Entertainment events, especially on a large scale, are important if one or more of your show objectives is to increase corporate visibility and enhance image. Hospitality functions can be costly, and you need to carefully analyze the value of this media and build in methods of measuring results to justify the expense.

Training Seminars

Schedule educational meetings that would ordinarily be offered in other cities so that they coincide with the dates of the show. Your customers will appreciate travel cost and time savings.

Exhibitor Product Exchanges

Offer to place your product in the display of another exhibitor whose products are compatible with yours. For example, if you are selling photo-copy machines, loan your product to a paper manufacturer who is also exhibiting.

Closed Circuit TV

You can buy advertising time, and produce a video. Sometimes there is news coverage from the floor. Your special theme may capture attention.