

SEAFOOD LEADER MAGAZINE - TIPS FOR SHOW EXHIBITORS
AND BUYERS

Sea Fare International 1989 is sponsored by "Seafood Leader", which publish an informative seafood journal. The March/April 1989 issue of "Seafood Leader" was available prior to the show and provided the following advice to exhibitors and buyers to make the trip more efficient and 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.