

## Defining Specific Goals for Individual Shows (Cont.)

### Define the Booth Environment Required to Capture Market Share

Three principal considerations when planning your exhibit are its

- ▶ Location! Location! Location!
- ▶ Size
- ▶ Style

The earlier you make your decision to exhibit in a specific show, the better chance you have of obtaining and contracting the best location of the right size and style you need to achieve your goals. More specific information is outlined in Section 2.

### Define the Product Offering and Determine Appropriate Attracting Exhibit Elements

One of the best ways of arousing interest in your company and stimulating sales potential is to introduce a new product. People come to an exhibition to see what is new.

If you have something new and exciting to show, you are likely to attract a bigger share of the traffic. But whatever your message, new product or not, it is important to maximize the traffic to your booth. You have to determine "how new is new."

- How are these products important to the show audience?
- What is the availability of the product?
- Can this product be shown to its best advantage, and how?
- Which product inventory needs to be reduced?
- Which products offer enhancements to an old product?
- Which products can be touted most effectively with advance promotion?
- Which products can be sold in connection with a clever promotional theme?

Even if you do not have a new product, keep in mind that a large percentage of the audience may have no awareness of the old product. If the advance and in-booth message about your old products is clear, concise and uncluttered, customers and prospective buyers can quickly and easily understand benefits of current products.