

BBBI

BUSINESS BUILDING IDEAS

Discovering New Trade Shows that Work for Your Company

As your company changes over time, your target market will change as well. New trade shows come along every so often and it's always a great idea to do some investigating of your own before choosing a new one. Some might turn out to be great for your company, and some would be a waste of time and money. I would like to share some tips on picking the best new trade shows...

Size. The first thing to figure out about a new trade show you're interested in is the size. How many exhibitors are showing and how many visitors are expected to attend? Does this fit your company's needs?

Who's There? You want to find out what type of exhibitors will be there. Just because your company normally deals in, say, construction trade shows doesn't mean you can't find a great trade show with plenty of visitors in other areas who could find your products or services useful. At the same time, just because everyone else will be there doesn't mean it won't work for you.

Types. There are several different types of trade shows. The main types of shows you will deal with are industry, public, and association shows. For example, the AEM show or Association of Equipment Manufacturers is a huge association show you are probably familiar with. Evaluate the types of shows and decide which will be the most beneficial to your business.



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always — "Are you Ready?"

Harold Wallace

Call me anytime: 405.834.5836 (cell).



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Go Online. You would be very surprised by how many results you get when searching for trade shows across America. Some websites will break down popular trade shows into categories-i.e. agricultural, textile, construction, fabrications, etc. Again, you want to do some research on the show and make sure the location, size, and type is relevant.

Check Em' Out. Once you have found a new trade show you think might be a good fit for your company, do some research on their management. You should be able to easily find out who exactly is putting on the show. Once you have done that, I always check out any shows they've done in the past. Did they go well? How successful were they? If the company has been successful in putting on good shows in the past, then you already know the show has some credibility.

Go Undercover. Just because a show looks promising doesn't mean you should jump right in. Planning ahead always pays off in the long run. If possible, wait a year, but go ahead and send someone to the show as a visitor, or go check it out for yourself. Take digital snapshots and notes, then evaluate the show.

Check Yourself. Which shows in particular does your company exhibit at? Evaluate yourself and evaluate those shows. Does the show still market to your target market? Are you getting the same or better results from the show compared to the results when you first attended? Shows change and companies change. It is always a good idea to stay updated on that.

Risky Business. Finally, after all your hard work investigating, don't be afraid to try out a new show. If it looks promising, GO FOR IT!! Send out flyers to prospects and your customers announcing that you'll be at the show. This will be a good heads-up so people who could possibly use your services will know you'll be there!

If you have any questions or need advice, feel free to send us your questions.
Comments are also welcome!

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