



Are You Asking These 3 Important Trade Show Questions?





Your trade show exhibit represents a significant investment in your company's growth. To ensure you're spending your display dollars wisely, your team needs to do more than simply "get a booth." You need a booth that attracts and connects you with your key audience in the right industries at each event. To accomplish that, you need a strong strategy, and the right exhibit partner to help you achieve your goals.

Long before you pack up and ship out to the convention center, your team has to determine what you want to get out of the event, prepare your sales team for success, and select a trade show booth vendor worthy of trusting your business to. Your to-do list will be long—answering the following three questions will help you make smarter, more informed decisions as you cross things off that lengthy roster of action items.

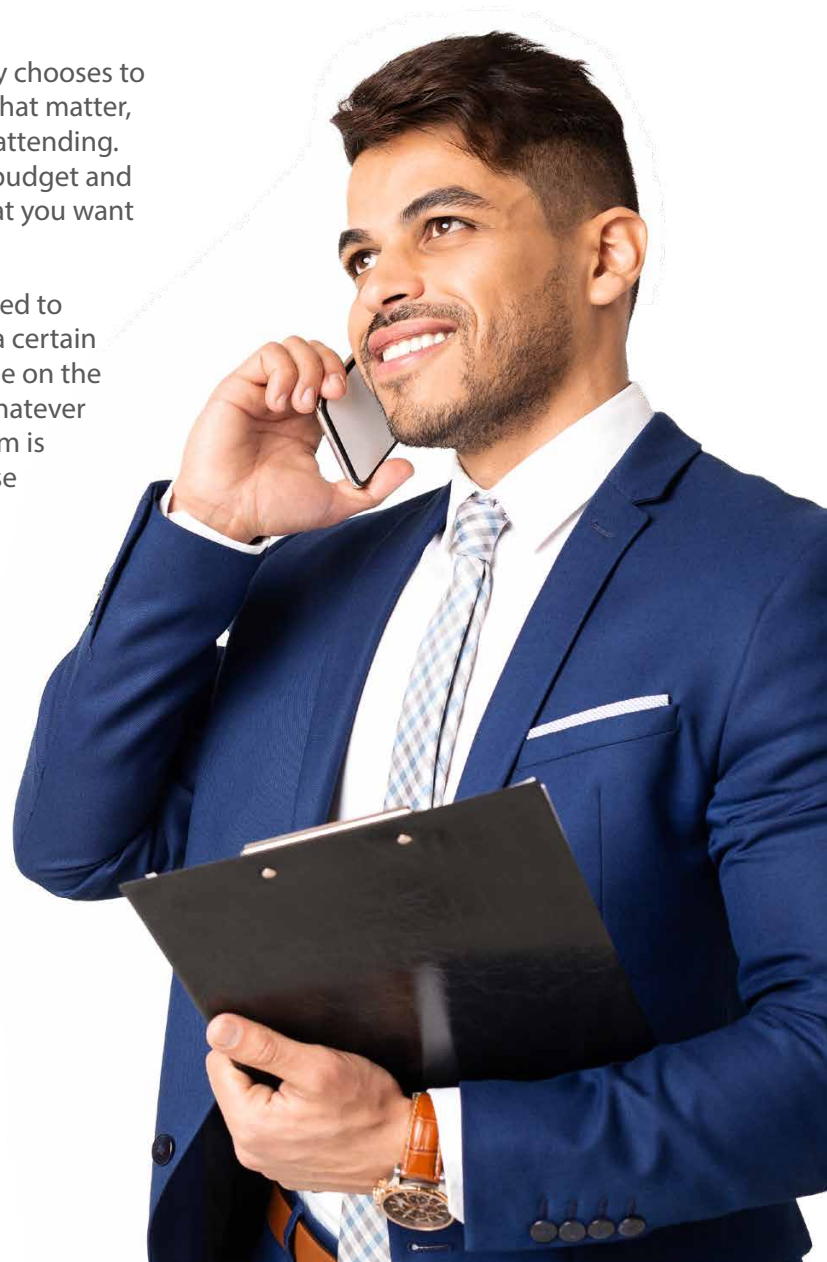
1.

Question #1: What Are Your Trade Show Goals?

There are countless reasons a company chooses to attend a tradeshow. The only reasons that matter, however, are the reasons why you are attending. To make the most of your trade show budget and time, your team should determine what you want to accomplish in exhibiting.

Some of these goals might be connected to measurable and trackable numbers—a certain amount of leads attained, or sales made on the floor. Others might be less tangible. Whatever matters to your trade show exhibit team is worth adding to your list of goals. These might include:

- **Showcasing new products and services**
- **Making valued clients feel appreciated**
- **Attracting and connecting with prospects**
- **Generating solid leads**
- **Boosting brand exposure**
- **Drumming up trade media interest**
- **Making sales at the show**





The design of your trade show booth should support your goals. For example, if you're debuting new equipment and technology at the event, you should incorporate the right amount of space to display that tech, in a way that visitors will find welcoming and easy to navigate. If you want to meet with current clients and prospects, it might be wise to build in a meeting space that's set apart from the bustling action of the rest of the booth.

While you're putting that list together, think about what success for each of those goals would mean. Setting clear, realistic targets will help guide your efforts, and they will help you in working with your trade show booth partner to get exactly what you need out of your display.

Need planning guidance? Check out Apogee's Trade Show Timeline Planner.

[TIMELINE PLANNER](#)



2.

Question #2: Is Your Team Primed for Trade Show Success?

While your trade show booth team works with your vendor to put together the perfect display for your business, your booth staff might want to brush up their engagement and qualification skills. Your beautiful booth welcomes visitors to check out all the great industry solutions your company offers, but it's your sales team that deepens that connection. Are your people ready to seal the deal?

From solid sales strategy, to the perfect pitch, your sales team should be prepared "work the booth" to tell your story, build excitement and generate leads. Honing those skills will set your firm apart from all the competitors in the displays neighboring yours, and help you make the most of your trade show efforts. Here are a few things to keep in mind:



- **Practice your pitch before you leave.** Just like a pro footballer hits the gym and scrimmages between games, a good salesperson practices before pitching for real. Consider pairing less experienced staff with more seasoned ones to practice—odds are they'll both learn a lot from each other. A pre-show team huddle is important so everyone has their role defined and knows how to engage, qualify, present, and hopefully close on a future opportunity or connection.
- **Know how to tell one “no” from the other.** Sometimes when a pitch gets turned down, the prospect means, “Not right now.” If that’s the case, record their info, adjust the pitch if necessary and follow up when appropriate. If their rejection is a firm, final, “Never, now please go away,” it is better to let it go. Chasing that prospect down could lead to bad feelings, and a hit to your reputation. This speaks again to the above mentioned practice of qualifying your prospects. Don’t waste time with an unqualified prospect.
- **Communicate your value.** There is more than one way your company’s products and services could benefit your prospect. Finding out what matters to them can help you craft a more effective pitch. For example, if they’re concerned about increasing efficiency, talk about how your company can save them time. If your prospect is hoping to make an impression with their bosses, discuss how your goods deliver improved results. If they are interested in aligning with vendors that align with their brand identity, highlight how your company will do just that.

3.

Question #3: Does Your Exhibit Partner Know Your Industry?

When it comes to trade show booth design, one size does not fit all. What works for a company focused on, say, construction equipment likely won’t fill the bill for a firm that provides solutions to the pharmaceutical industry. The vendor with which your company partners must be capable of understanding the specialized needs of your industry, your company, and the audience you serve.

Apogee Exhibits offers a proven track record of successfully matching companies across a diverse range of industries with trade show booth solutions that align with their brand goals. Ask potential exhibit designers how they will approach learning about your business, goals, and how they determine the best solution that fits your needs and maximizes ROI. The best partner will also have a deep understanding of your industry and the shows at which you’ll be using the exhibit booth. Determine their goals, and come up with a solution that perfectly fits their needs.





A partner that offers varying solutions -- such as custom exhibits, rental exhibits, modular units, hybrid solutions, and branded environments -- will help ensure you're getting exactly what is needed to reach the goals you've outlined. Benefits like storage and maintenance for your exhibit can also be a long-term benefit of choosing the right partner. Working with a partner that offers experience, accountability, and flexibility empowers you to focus on what you do best: selling your products and services.

Sometimes the most important aspect of your trade show isn't the exhibit itself, but a properly trained staff that knows how to work in an environment where over 80% of your visitors have a buying influence or power. Apogee has a professional booth staff training program that can be tailored to your needs.



Finding the Answers

Orchestrating a trade show booth can be confusing and complex. Partnering with a qualified, experienced exhibit provider can create a shortcut through that confusion and lead to an effective, cost-efficient solution. The professionals at Apogee Exhibits stand ready to answer all of your questions and provide the answers you need to head toward trade show success.

To discover how Apogee Exhibits can connect you with the right exhibit solutions, contact us today.

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