



Trade Shows 2022: Trends for This Year's Successful Exhibits





Your trade show booth delivers the opportunity to make a stunning first impression. A display that draws visitors in, engages people, and delivers what your potential customers want serves as a powerful marketing tool. To make the most of your trade show exhibit and show goals, it helps to both stay informed about emerging trade show trends, incorporate them into your exhibit and ensure your on-site staff is ready to showcase your solution to prospects successfully.

Consider these trade show trends and tips while planning for your exhibits in the coming year. Incorporating them just might help convert passersby to visitors, and visitors to customers.

Get Used to Doing Hybrid Events

More than ever, your potential customers are concerned about being able to attend an in-person event. Many show organizers have adopted a hybrid model. These events now offer both an in-person as well as virtual event. While there is no replacement for the face to face interactions on the show floor and at connected networking functions, a hybrid or virtual event can also be a valuable tool to help you stay connected to your clients and prospects.

Consider creating a "virtual booth" that your visitors can navigate around and view your products and learn about your services. An effective virtual engagement strategy is important to meeting your goals. How are you engaging and building your audience? Will you deploy different engagement tactics to build your audience? Marketing Strategy for both virtual and in-person require a great deal of planning so be sure to gather your team, your assets, and your deliverables early on in the process. Work with your exhibit house to ensure your virtual presentations pair well with your in-person presence.



2022 TIPS

Include sustainability efforts in company messaging. You can share your company's environmental goals and achievements in signage to inform visitors. If available, you might consider having copies of your corporate responsibility report in the booth.

Give out eco-friendly promotional products. When choosing items that enable visitors to carry your branding home with them, opt for products that either are sustainably made or facilitate environmentally friendly behavior. Options include reusable shopping bags, t-shirts made with organic fibers, notebooks made of recycled materials and more.

Build sustainability into your booth. It is possible to construct an eye-catching trade show exhibit made with planet-friendly materials. Consult with your display provider to learn how to incorporate sustainable woods and papers, recycled materials and other environmentally conscious options.





Considerations for a Post-Pandemic Live Event Landscape

Events returned in 2021 to a greater degree than the prior year. Many Exhibitors were excited to get back to face to face Marketing. While attendance and participation may be down for the first few quarters of 2022, don't under estimate the quality of your audience. Many organization may only send key decision makers and stake-holders to shows early on.

Be prepared to engage your audience in a socially distanced manner. Conference rooms will likely be a thing of the past, replaced by semi-formal (and distanced) seating areas. Consider your booth layout and ensure it has an open and inviting floor plan. Invest in a disinfection and "safety" kit to help keep your exhibit sanitized and germ free.



2022 TIPS

Incorporate hand sanitizer stands and be prepared to give-away masks to those that need it. Appoint a booth staffer to be the "Sanitation chief" and oversee periodic wipe down of screens, surfaces and equipment.

Re-consider give-aways and printed literature. Research has proven that over 80% of printed literature never leaves the show city. Consider high-value give-aways that are sent later to a qualified prospect. Email literature instead of shipping it to the show.

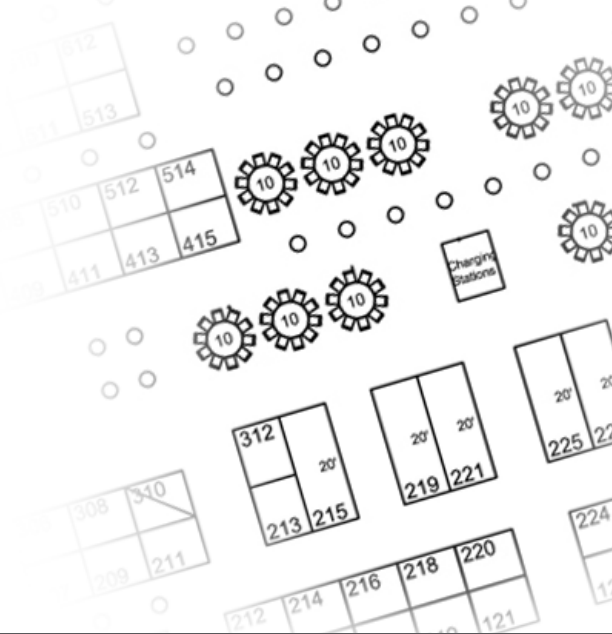
Add charging stations. Providing trade show booth visitors with a place to charge their dying phones and tablets comes across as a thoughtful gesture, and it keeps them in your space while they're waiting for their batteries to get back to 100%.





Picking the Prime Place

While there are many prime locations on the trade show floor—each offering its own distinct advantage—the best space for your company is one that best aligns with your show goals and objectives. As you prepare for your 2022 shows, having a location strategy early will help you choose your spot as quickly as possible, likely beating out your competition and ensuring your exhibit delivers upon its goals.



2022 TIPS

If your goal is visibility. Select a location close to the show floor entrances, which provides great visibility and foot traffic with attendees entering and exiting a show. However, you should not position your exhibit too close the entrance as attendees tend to pass the first few exhibits in an effort to explore the show. Find the happy-medium close enough to the entrance to get noticed, but far enough away to capture the sustained attention of attendees.

If your goal is sales. To gain leads, you need a consistent flow of traffic into your exhibit. Think of the main aisles of a trade show as busy thoroughfares in a city; they are wider, busier and usually lead to key points of interest. Booths positioned along main aisles are more likely to pull in attendees making their way around the show floor, leading to a steady flow of traffic in and out of a booth. By having your booth positioned along a main aisle, attendees are more likely to make their way directly by your exhibit, increasing the number of prospects your staff are able to engage with.

If your goal is follow-up meetings with prospects. Trade shows provide an ideal opportunity for exhibitors to sit down and meet with prospects. However, to get the most out of your meetings, you will need to select a quiet and more intimate space on the show floor. Secondary aisles see less traffic and are quieter, so if you position your booth along one, you will block out the distractions of a busy trade show and allow prospects to better focus on speaking with your staff.





Niche Events, Mobile Marketing and VIP Gatherings are Growing

While the trade show landscape has changed somewhat, there is still a pent up demand for the face to face engagement. Trade shows will continue but regional events, VIP presentations, and Road show type events will grow in 2022 and beyond.

As this trend continues to build many event managers are deploying new methods to engage their audiences. For example LeGrand North America recently launched a traveling road show with sales support that brings their products out to their buyers via mobile marketing trailer.



2022 TIPS

Beware of potential Supply Chain disruptions and plan ahead. Typical planning for an event should now begin sooner than ever before. Transportation challenges and supply chain disruptions will continue through 2022.

Plan for Contingencies. Contact your Exhibit house to ensure your show schedule execution can take place as planned. If you have back to back shows beware of transportation issues that could find your exhibit lost or not to your next event in time.

Consider rental exhibits in lieu of a new build. Rentals offer the maximum flexibility at a fraction of the cost of building new. Total cost of ownership is being looked at very closely by your finance people. Economize your costs by renting for the short term.

Mobile Marketing
24' trailer



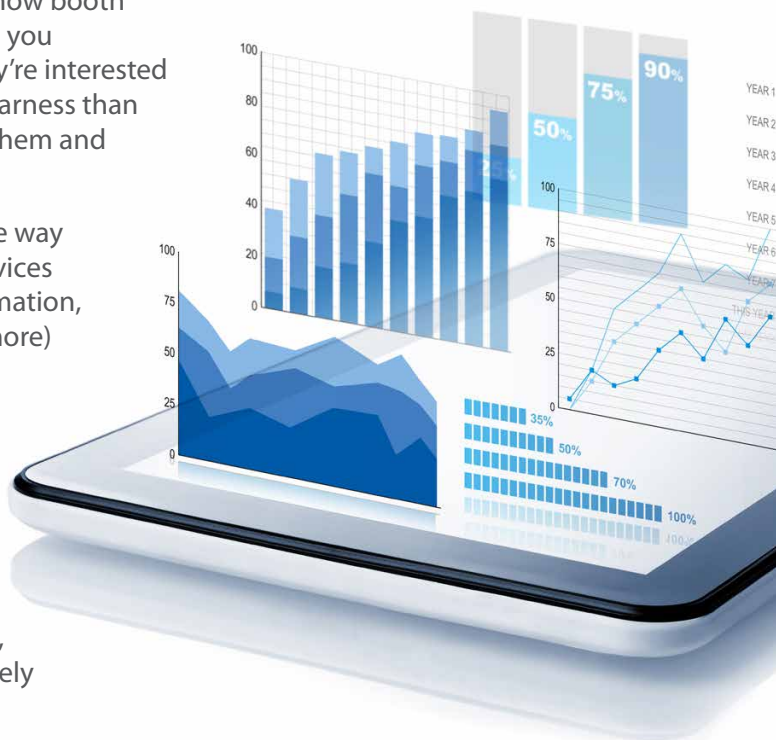


Intelligent Data Collection

The people that pass through your trade show booth are a powerful source of information. Once you determine what products and services they're interested in, what their business goals are, you can harness that information to determine how to convert them and other visitors into customers.

Artificial intelligence tools offer an effective way to collect and use data. What's more, AI devices can take the data (detailed company information, product information, client statistics and more) you've just gathered from a visitor, then rapidly turn around and help your booth staff tailor their presentation and chatter to fit their needs and interests.

It is important to point out that AI likely won't replace human beings in your booth anytime soon. Instead, AI and other high-tech data tools help you collect, process, and use information more effectively and efficiently.



2022 TIPS

Harness product insights.

When talking to attendees, ask them questions about your products, services, and their individual experiences with various issues your items are designed to address. You can use AI to track and analyze responses, then use that information to inform future business decisions.

Gauge booth effectiveness.

A quick exit survey can serve as an easy, effective way to determine if your booth is connecting with visitors the way you want it to. Digitally delivered surveys lead to easier collection for your company, and a less intrusive experience for attendees.

Power up your sales.

Used strategically, AI can help make your sales efforts more effective. It can help your sales staff use visitor information to pinpoint strong leads, better convert leads to actual sales, tailor follow-up messaging and more.





2022 TIPS

Pitch Perfect: Selling on the Floor and After the Show

The trade show floor is a salesperson's dream; prospective clients who are begging to be wowed. But while the bodies are warm, there's still work to be done. A smart sales strategy and a good sales pitch are needed to separate your brand from your competitor's.

Great sales people know that when it comes down to it, selling a product's features is a great way to get prospects interested, but what makes a prospect buy more often than not is the value of a product. Value is not only measured in dollars and cents. There are three key non-monetary values that can have just as much of an impact as the price tag.

Organizational value.

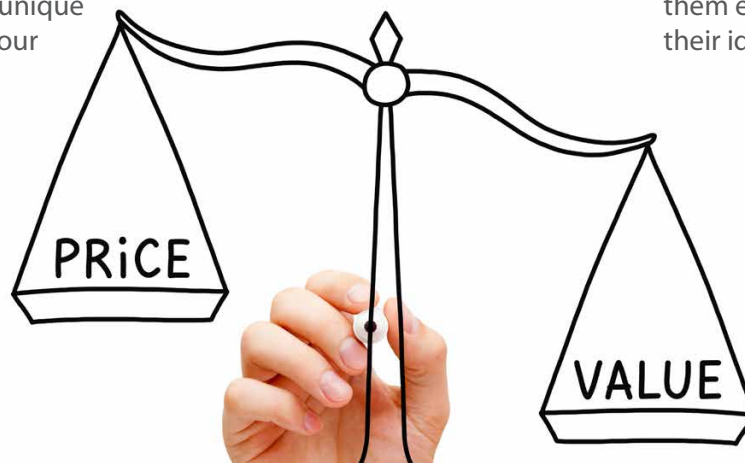
Your sales pitch should present the value your product or service can offer an organization as a whole. Company value represents the benefits a product or service can offer a company at the organizational level such as "easy-to-use interface", "development-friendly", "time-saving" etc. By pitching these values, you are connecting to a company's pain points and offering a unique solution that your company can provide.

Professional value.

Career development is important to your prospects. If you can show them how your product or service can help them grow professionally, they will be more willing to listen to your pitch. Professional value can be demonstrated with testimonials of other professionals who share the prospects job title, or by illustrating how your product will help their department excel, and by extension, how they will benefit as an individual.

Identity value.

Prospects are keenly aware of their company's identity in the marketplace and will make their purchasing decisions based on products that align with their brand's identity. Before jumping into a sales pitch, ask a prospect how their company views itself and how their customers view them as well. Take the answers they give you and rework your sales pitch to highlight how your product or service can help them enhance or maintain their identity.

**Practice makes perfect.**

Before an event, make sure your team has the time to visit with the product design team and ask them practical in-depth questions about the product or service. The team should also become experts on your competition's products to be able to quickly respond to questions about their offering, pick apart their limitations and highlighting how your product is a better fit.

Rejection vs. Objection.

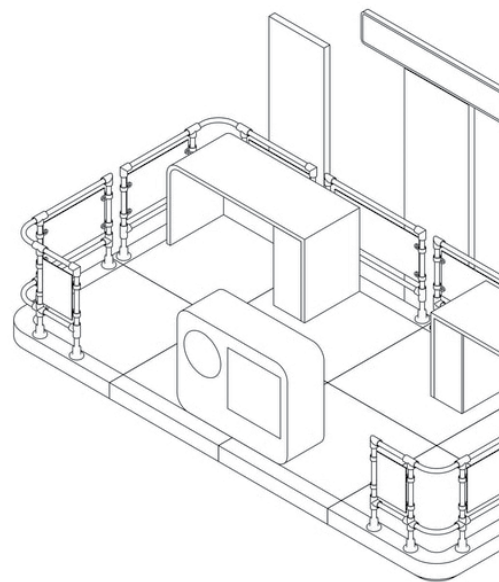
The best salespeople understand the difference between a "rejection" and an "objection." The person who rejects your pitch will be a very tough sale, perhaps not even worth the time for further engagement. The person who objects is likely a "maybe". Chances are the prospect is on the fence, and that means you have an opportunity. Overcoming objections is a skill every elite salesperson possesses, so make sure you keep yourself in the game and don't mistake a "maybe" for a "no".



Customized Solutions

When hundreds of companies are exhibiting at the same trade show, they have to compete for the time and attention of event attendees. To maximize their chances of attracting visitors, more organizations are opting for a [customized trade show display](#).

Choose an exhibit partner to build a showstopping display with all-new elements that both work for your target audience and within your budget. By incorporating creative signage, mixing modular elements and adding tech tools, your organization can create a stand-out appearance, affordably.



2022 TIPS

Make your brand the star.

While planning and designing your trade show display, keep your product and your goals for exhibiting at the core of discussions. Those factors will inform your booth plans and help ensure the design supports your aims.

Consider simplicity.

Too often, booth designers are tempted to cover every surface with brand graphics and sales messages, leading to the "NASCAR effect." A more streamlined, simple approach might be more effective in drawing and retaining visitors.

Be aware of budget busting show site costs. Overhead rigging, raised flooring, and custom lighting can all drastically affect your show site costs. Consider your budget before you start designing your space.

Making Tomorrow's Trends Work for You Today

Knowing what trade show trends are on the horizon is a great start toward building your exhibit. To effectively apply these trends, it is important to know your trade show goals, your target audience, industry and product. Armed with that knowledge, your company and your trade show partner can get to work on creating a display that attracts attention, engages visitors, and helps you achieve your goals.

To find out how Apogee Exhibits can help you create your 2022 exhibit, contact us today.

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