



# Baby Boom

“The Parenting from Pre-natal to Pre-school show”

September 10 - 11, 2005

Nepean Sportsplex

## Maximizing Your Baby Boom Show Investment

### Increase traffic to your booth BEFORE the show

- 1) Gear all outside business to show promotion “see us at the Baby Boom Show” add booth number etc.
- 2) Send press releases/literature to media and prospects
- 3) Send invitations to clients and prospects (5%—10% response)
- 4) Phone clients and prospects (5% - 10% response)
- 5) Customize all advertising pre-show
- 6) Offer a service/discount/special demo/seminar/ gift with any of the above

### Pre-Show

- 1) Reiterate goals to self and staff
- 2) Go over scheduling
- 3) Review common questions and problems and be ready to address same
- 4) Nail down pricing and be consistent
- 5) Design a lead card to track contacts (don't forget to collect e-mail addresses!)
- 6) Handle leads—have a database mailer ready to go.

### 3 Second Rule

In a glance, you exhibit should tell people three things in three seconds:

- 1) Your company name
- 2) Exactly what you do
- 3) At least one benefit of your product or company

### 10 Easy Ways to Better Exhibit

- 1) Sell benefits, not just your product
- 2) Sell your company too
- 3) Have a professional attractive sign
- 4) Select the proper setting for your product
- 5) Invite people into your exhibit
- 6) Build, buy or rent a full backdrop
- 7) Carpet your exhibit
- 8) Use greenery in your exhibit
- 9) Involve people in your exhibit/product
- 10) Create a formal/informal closing area

### Two Year Pin-Point Literature Plan

- 1) Follow up on all leads: call them, e-mail them, courier, fax... whatever it takes to ensure you and your company are top of mind!
- 2) After the show, you may be left with the names of good prospects who weren't ready to buy at the show. Make sure you touch base immediately after the show, 2 weeks after, 6 months after, 1 year after, 18 months after and 2 years after.
- 3) This approach has proven to get optimal results for show exhibitors. Remember that awareness and exposure leads to sales which translates into revenue!

### Finally...

Ask short, open-ended questions, then SHUT UP AND LISTEN!