

Pacific Islands



Pacific
Trade Invest

HOW TO: MAXIMISE YOUR IMPACT AT TRADE EXHIBITIONS



A BLUE PACIFIC PORTAL RESOURCE

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WHAT IS A TRADE EXHIBITION?

A trade exhibition or trade show is an exciting event where businesses in specific industries come together to showcase their latest products, services, and innovations.

Trade shows are buzzing marketplaces packed with opportunities to spark new partnerships, meet eager buyers, and get your brand in front of the people who matter most.

Exhibitors tend to set up eye-catching booths, host live product demonstrations, share expert insights in seminars, and connect face-to-face with industry leaders and decision-makers. Some trade shows focus on a tight niche, while others draw massive crowds, making them a powerful platform for visibility and growth.

Trade shows can be game-changers for businesses of all sizes but can be especially impactful for smaller businesses, giving them the same in-person exposure as major companies and brands, with targeted and motivated audiences.

HERE ARE SOME TIPS TO ENSURE YOU MAKE THE MOST OF YOUR TIME AT A TRADE SHOW.

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BEFORE THE SHOW

MARKETING

Digital: Market and promote your trade show attendance through your own social media channels and platforms, such as your social media, website and newsletters.

Physical: Ensure you have marketing collateral, such as flyers, handouts, price lists, and business cards to bring to the show. Ensure that the collateral includes key information such as product information, contact details and social channels.

PUBLIC RELATIONS

Digital: Broaden your audience by reaching out to industry newsletters, media, bloggers or influencers to tell them about your attendance at the show and your products.

Physical: Consider sending free samples and flyers to key public figures in your industry, and encourage them to inform their networks and audiences of your upcoming trade show exhibit, business and products.

ENSURE TO PREPARE:

- Product samples.
- A simple wholesale price list.
- A one-page company outline.
- Business cards with your contact details.



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BEFORE THE SHOW

SALES

USP: Nail your unique sales proposition - the clear specific reason why a buyers should choose your product over all the others. Articulate it in three sentences or less.

Tactics: Consider ways to attract people to your stand by offering freebies, competitions or games.

Training: Ensure all staff representing your business at the trade show have customer service etiquette and solid understanding of your product and services.

NETWORKING

Book Meetings: Identify companies important to you that are likely to be at the show, introduce yourself, and try to organise meeting times. Send others an invitation and incentive to visit your stand.

PROCESSES

Purchases: Ensure purchasing is easy by testing all sales and payment systems in advance.

Feedback: Ensure there are ways to receive and record feedback that may help improve your product.



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AT THE SHOW

ARRIVAL. Ensure all staff arrive early to set up the stand. Allow time to recover from jet lag and to address last minute issues.

SET UP. Attract visitors to your stand through eye-catching visual displays that clearly promote your product or service.

CONTENT. Make sure to gather content, such as photos, video and any quotes from visitors interacting with your product. Don't forget to go live while at the show to engage your existing audience.

OBSERVATION. Make sure to walk the show, observe competitors and possible partners and meet with prospects. Take advantage of the event's app and digital networking opportunities where relevant.

VISITORS. Learn to recognise different types of visitors and discern their individual goals. If they are just information gathering, save the selling for after the event.

Engage politely with visitors and ensure staff aren't pushy or overbearing.

Get contact information or feedback where relevant, and always invite visitors to follow your business on your social media channels.

HOW TO: GET THE MOST OUT A TRADE SHOW

AFTER THE SHOW

FOLLOW UP

Follow up with all the leads you made as quickly as possible. Send emails or make phone calls where relevant.

Reach out to any visitors whose contact details you got to thank them for visiting your stand and let them know how they can purchase.

FEEDBACK

Look at the feedback from visitors, leads or partners. Have a debrief meeting with staff, check post-trade show sales, review new customer databases, and self-evaluate the effectiveness of the trade show. This will help you to make a decision on attending a particular trade show in the future.



MISTAKES TO AVOID

- Missing opportunities due to poor preparation.
- Neglecting to conduct competitor research.
- Not having adequate collateral or samples.
- Overloading visitors with too much information.
- Not following up with contacts promptly.

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