

8 Tips for Trade Shows and Expos: More Than Just a Keychain!™



Trade Shows and Expos are one of the best ways to display your products and services to a large group of interested potential customers. But in order to get the most bang for your buck, knowing how to present yourself and your booth are essential. If you're thinking about purchasing a booth at an upcoming show, ask yourself the following questions:

- Do you attend Trade Shows and Expos as a vendor and leave with qualified leads?
- When you meet potential customers, can you describe your business in a quick, yet compelling way?
- Can you keep conversations going and turn them into sales opportunities?
- Are your giveaways items that visitors will keep as opposed to "another keychain"?
- Do you know the #1 secret of effective Trade Show Booth Marketing?

If you answered no to any of these questions, this seminar is for you and your team!

Content Marketing Institute's "[B2B Content Marketing 2016 Benchmarks, Budgets, and Trends – North America](#)" reports 75% of survey respondents say in-person events are effective. (the highest-ranked tactic on the list, above webinars/webcasts, case studies and white papers. Similarly, the Center for Exhibition Industry Research's report "[Marketers Find Exhibitions an Essential Marketing and Sales Tactic](#)," found B2B expos were identified as the primary channel by 77% of surveyed exhibitors.

This workshop will teach you how to maximize the money you spend on trade shows and expos by turning face to face interactions into sales. You'll leave with practical, easy to follow tips and learn how to build future relationships and referrals.

Taught by Sandy Sloane, CEO of *Solutions by Sloane* Sandy's workshops have been presented to large telecom companies, small businesses, wealth management firms, universities, chambers of commerce, and non-profit organizations.



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