

It's Show Time! How To Impress At Your First Trade Show

Written by News Feature Team

Trade shows are a great way to launch a new product or business and get people talking about your company. If you've managed to secure a pitch at an [upcoming trade show](#), here are some tips to ensure you steal the limelight for all the right reasons.



Choosing your location

At a trade show, much like many other scenarios in life, location is everything. If you're stuck out on a limb, you're not going to attract as many people as the stalls located at the heart of the show. If you're willing to pay a premium, you can secure one of the best spots. Prime location usually means better footfall, which should hopefully [increase sales](#).

Making your stand visually appealing

When you walk past a stand at a trade show, you want it to grab your attention, and make you stop. If your display is drab or mundane or it looks the same as every other stand, you'll have people walking past without giving you a second glance. In contrast, if you've got something spectacular going on, or you've prepared a visual treat for your clientele, you're much more

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likely to succeed. Think carefully when you're planning your exhibit. You want to make sure that it is relevant to what you do, but also, that it catches the eye and captures the imagination. If you're selling kids toys for example, have a look at [party hire](#) and supplies online. If you're offering a brand new movie rental service, set up some comfy chairs, stock up on snacks and press play on the big screen. If you're new to business, have a look at how other companies have organized their stands in the past, and get some ideas. If you see concepts that you like, you can tailor the approach to suit your business.

Encourage interaction

[Interactive displays](#) are always a good idea because they give you chance to spend longer with potential customers, and show them what your business is all about. You can demonstrate your products, explain how they work, and let passers-by get a real feel for the product before they buy.

Be prepared

When you're at a trade show, you've got a captive audience, so make sure you take advantage of this. You're likely to be asked questions, so prepare some answers in advance. Test the products you're selling before the show opens, and ensure you have figures to hand. If you're expecting a lot of people, and you've got a team on hand to talk to clients, ensure that they know what they're doing too. Go through prices and offers beforehand, and prep them for tricky questions.

If you're preparing for your first trade show, you're probably experiencing a mixture of

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nervousness and excitement. Trade shows offer an excellent opportunity to showcase your business, and generate serious sales. Before the show, make sure you consider the location and look of your stand. Work on your pitch, and try and create a fun, informative experience for potential clients.