

CATALYST



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Have your Next Trade Show be the Best *BY Tom Marx*

You may already have your comprehensive Tradeshow To-Do List for managing the logistics of a trade show (a list that you have refined over many years). You've done your job and you're pretty confident that prospects will stop by the booth, right? Maybe.

Our experience has proven time and again that companies that exhibit at trade shows with hot prospects and key meetings already lined up see an exponential increase in return on a very expensive investment.

Imagine the value you can bring to your company if prospects were pre-qualified as buyers and decision makers before the trade show even started, then pre-scheduled to meet with your sales team throughout the event!

How does this happen?

Your Tradeshow To-Do List needs to include a comprehensive program of effective marketing activities – including pre-show, at the show and follow up.

For years our clients have achieved profound success in their trade shows. That's because we have a focused and effective process that we follow for every trade show. We'd love to share this little treasure with you.

Our formula includes:

- Pre-Qualified Prospect List
- Lead Generation
- PR Strategy / News Conference
- Pre-Set Appointments
- Effective Meetings
- Post-Event Marketing

A more comprehensive Trade Show Marketing Action List is available. Simply email your requests to tmarx@themarxgrp.com. This is part of an invaluable strategy to make your next trade show your MOST successful and productive marketing event ever.

Why does this system work so well? Because of the commitment to excellence in marketing and following a timeless process (remember, the purpose of marketing is to support sales to get the next meeting, then get the next meeting and so on).

Reading about it is one thing, putting it into practice is quite another. We recommend you print our version of the Trade Show Marketing Action List, try it at your next trade show, and let us know the results.

"Tom's Tip"

When developing the database for your pre-trade show marketing efforts and BEFORE you send your first mailer or other communication, remember the first step is to PRE-QUALIFY the list. It might seem time consuming up front, but following this step will save you LOTS of time and expense. Plus, your ROI will be much higher. To help you get started, here are three fundamental questions that will help to pre-qualify your prospects:

1. Do you buy/sell products in our category?
2. Are you a decision maker for purchasing/selling?
3. Are you attending the XYZ trade show?