

Incentives and More... The Secret To Trade Show Success

THE BEST WAY for corporations who make the commitment to participate in a trade show to make it worthwhile is to have trained, knowledgeable and incented personnel working in their exhibit booths. It's one thing to train someone on how to work at a show, but the key is results. One way to guarantee results is to have those in the booth aware of who is stopping in during the exhibit hours. How many times have you stopped at a booth and the two folks that are manning it are into a clandestine conversation or munching on a sandwich and couldn't care less about your presence as a potential customer.

If the people staffing your booth are properly trained and on an incentive, the response to potential customers could be much better. Offering an incentive to booth personnel can work wonders. For example if you set up a reward program where you could: 1, reward for cold leads, that is a business card with name phone number and email; 2, warm prospects,

those who ask to be contacted after the show and of course; 3, new customers, those who actually make a commitment to buy your product or service and are considered a new customer. For each of these three categories you would assign a point value to each action and obviously the more important action would garner a higher point value. For new customers the value could be 25 points and more depending on the level of the dollars actually spent for the new customer order and for just a cold lead it could be 5 points. The accumulated points are tied into an online reward catalog where the participant will eventually go to redeem the number of points once the show is over and all points are tallied. Well before the show you announce the program, the award structure, how they can earn points and give them access to the reward platform. This will get their interest particularly if the reward structure is generous. The value of the points depends on what value you place on each action.

In order to be motivational the dollar equivalent of the point values should be worthwhile for the participant to want to pay attention to everyone who steps into the booth.

The "more" part of a successful trade show is the social and educational opportunities. These show options can also lead to a profitable show. It's not just the exhibit hours that could contribute to projected ROI from a trade show. The social functions that take place before and after the exhibit hours could make a major contribution to your bottom line. There's nothing like networking at a trade show to reinforce your exhibit expenditure and give your exhibit personnel time to go one-on-one with prospects and other exhibitors at a social event which usually takes place before and after the all important exhibit hours. Plus in most trade shows there is usually an educational and or training component that relates to your industry. So why not have those who have been charged with the running of your exhibit participate as a presenter or panel member? At least make sure they sign up for some of the seminars which could be helpful to them in doing their job or to your company in general.

So, if you are responsible for making trade show decisions you can now see the value of incenting your staff and promoting their participation in the social and educational aspects of the trade show. Obviously, there's much more to it than just making a commitment and allocating budget.

Have A Rewarding Day...

