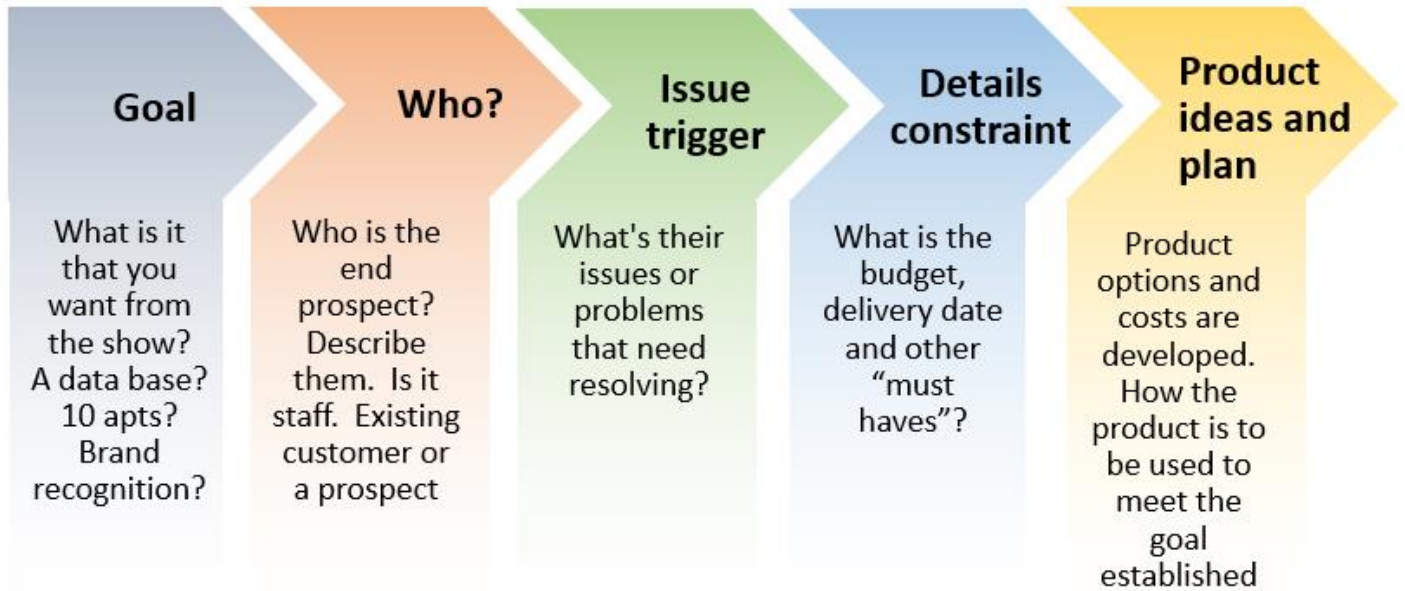




5 Steps to get the best product for your trade show



1. Goal

If you're off to a trade show, there will be a reason for that. It will be part of your marketing plan and budget. Imagine that the show is over. You're having a drink in the bar that night waiting to fly home tomorrow. And the show has been more than you hoped for. Describe that. Was it 10 locked in appointments? 50 on the spot sales? Gaining great brand recognition or built a data base for your sales team to follow up on. Describe what the outcome is

2. Who

Who is it exactly you want to talk to at the show? Their title. What business sector do they work for and where are they geographically? All the details need to be written down. An example would be - the Head of IT management for a secondary School in the private sector based in NSW. Its not a school principle or teacher. The more specific the better

3. Issue Trigger

What is your product or service that that will make that person happy? And why?
What problem will you be able to solve better than anyone else at the show?
EG The IT manager is overworked and time poor. At the beginning of the year they need to implement and issue x 250 laptops with passwords, software and all networked ready to go in 2 days for all the students. The rush to do that means there are always issues and mistakes. The service that we offer means that this happens faster, better and with less stress.

4. Details and constraints

When is the show? What are the bump in, bump out constraints to the show site?
Do you have a budget? What have you done in the past? Was is good bad or ugly?
And why?

5. Product ideas and a plan

This is where the product that fits and solves all the points you have listed is found. But the most important thing is not the product. But how you brand and use it. A clever use of a theme copy line or heading will be better than handing out 1000 cheap plastic pens! That go in the bin. A plan for the people on the stand so that there is a clear understanding of what they need to do. How to do it and what their part in the process is. Some good example are here at [Sweet Pepper](#)

A good [APPA](#) supplier will be able to help you with this part. [Click here](#) to find an APPA member near you



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