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Trade (Show)
Secrets

**TRADE
SECRETS** (Show)



WORLD TRADE CENTER •
HARRISBURG
SERVING CENTRAL PENNSYLVANIA

17th Annual Trade Conference May, 18, 2016

RoomMates
PEEL AND STICK DÉCOR®

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Trade Show Naysayers: Debunked...

- “Everything nowadays is done for the show management, not for the exhibitors. The only other ones to get anything out of trade shows are the hotels...” - *Burton L. Salomon, President of Institutional Sales for Manhattan Industries*
 - True...trade show organizations are in the business of producing trade shows. However, with proper trade show selection, plus pre-show planning and post-show follow up, they can be a key component of your company’s business development strategy.
- “Trade shows are no longer relevant in today’s digital society...” – *A common trade show naysayer*
 - Yes they are, and here’s why...



Trade Show Investment: Why It Makes Sense...

- A launching pad for new products or concepts.
- A way to build up your brand and distribution.
- A chance to meet customers face to face.
 - Develop and nurture relationships
 - Create trust
 - Resolve problems
- An opportunity to spot upcoming trends (in business, services, products).
- A landscape to “check in” on your competition.
- A place to position your company for sale.





Trade Show Investment: A Look at the Numbers...

- Trade shows are the number one expense category for B2B firms and account for 20% of most companies' marketing budgets. - *Business 2 Community*
- On average, trade show marketing has the highest cost per lead, clocking in at more than \$250. - *Goldstein Group Communications*
- In 2013, the average ROI for a trade show was \$4.99 for each dollar spent.
- *atEvent*

Return
On
Investment



Trade Show Strategy: Spending Decisions...

- Does your company's current marketing program, without trade shows, meet objectives?
- Consider a high-profile trade show program if your company's marketing communications mix is efficient in keeping customers, but inefficient in getting them.
- However, if you suspect that most of what goes on at available shows satisfies the nonselling function and they lack good opportunities for prospecting, you should consider reducing trade show investments.

Trade show strengths

Gets customers

Keeps customers

Builds morale, allows testing, gets intelligence, maintains image

Marketing communications mix strengths

Gets customers

Keeps customers

Builds morale, allows testing, gets intelligence, maintains image

Gets customers	Low investment in shows	High investment in shows	Maintenance investment
Keeps customers	High investment in shows	Low investment in shows	Maintenance investment
Builds morale, allows testing, gets intelligence, maintains image	Low or maintenance investment	Maintenance investment	Maintenance investment



Trade Show Strategy: Evaluate Show Effectiveness...

- Effectiveness of a certain trade show is based on the planned objectives...
- If current buyers are the primary target and potential buyers are secondary, effectiveness measures should be constructed accordingly.
- If the major motivation for attending a show is to maintain image, then effectiveness measures should be derived from the nonselling quadrants of the exhibit.

Selling objectives

Nonselling objectives

Current customers

Maintain relationships
Transmit messages to key accounts
Remedy service problems
Stimulate add-on sales

Maintain image
Test products
Gather competitive intelligence
Widen exposure

Potential customers

Contact prospects
Determine needs
Transmit messages
Commit to callback or sale

Contact prospects
Foster image building
Test products
Gather competitive intelligence



Trade Show Strategy: Know Before You Go...



- Research which trade shows are relevant to your business strategy.
 - What are you looking to achieve at the trade show?
 - Have you considered attending first as a visitor (non-exhibiting manufacturer)?
 - Can you get videos or pictures of prior shows from the trade show organizer?
 - Are your competitors or other industry contacts already exhibiting at certain trade shows?
 - How long has the show been in existence / Is the show partnered with any other well known trade show organizations?
 - Is it a “buyers only” show or a “consumer” show?



Trade Show Strategy: Know Before You Go...

- Research which trade shows are relevant to your business strategy.
 - What city is the show located in....Las Vegas or Louisville?
 - Consider US Domestic Trade Shows which promise lots of international visitors.
 - Did you contact the WTC Harrisburg for support?
 - Did you ask about the GAP (Global Access Program)?
 - \$3,500 per year to qualifying companies for:
 - Overseas trade show participation
 - Overseas trade mission participation
 - Foreign market sales trip
 - Subscription to US Department of Commerce services
 - <http://www.newpa.com/programs/global-access-program-gap/#ixzz48yAmRIBb>





US Commercial Service: The International Buyer Program (I.B.P.)

- Recruits pre-screened international buyers to US trade shows to meet with US suppliers exhibiting at those shows.
- Provides face-to-face access with international buyers (business matchmaking) and provides support with language and cultural barriers.
- Supports more than 30 US based trade shows every year, plus more through their IBP Select services.
- Every year, the IBP results in approximately \$1 Billion in new business for U.S. companies, and increased international attendance for participating U.S. trade show organizers.
- More details / show listings / helpful videos: <http://www.export.gov/ibp>.



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Trade Show Strategy: Know Before You Go...

- Complete Market Testing - Is your product ready?
 - Does it pass the necessary industry testing requirements?
 - Do you have the capacity to produce enough product to meet purchase order demands?
 - Do you have your final pricing determined?
 - Shipping costs?
 - Special international pricing?
 - Extra margin for unexpected costs? You might need to make custom product changes, etc.





Trade Show Strategy: Know Before You Go...

- Are you taking advantage of the Trade Show Organizer programs?
 - Is there an early registration fee discount?
 - Are there any travel related discounts (airfare, hotel, car)?
 - Can you attend as part of a collective group of companies or a State Trade Mission?
 - Are there USA Booth Pavilions (Special Designated / Discounted Areas)?
 - Is there a first time exhibitor program through the trade show organizer?





Trade Show Strategy: Know Before You Go...

- Should I sponsor an event that is part of the trade show? Ask for speaking opportunities instead of coffee sponsorships.
- Be friendly with trade show magazine editors...





Trade Show Strategy: Selecting and Designing Your Booth...

- Trade Show Booth Starter Packages
 - Easy way to organize your exhibition quickly and for lower “all-in” costs.
 - Standard Items Included:
 - Booth Walls
 - Carpet
 - Company Name / Logo
 - Table
 - Chairs
 - Catalog Holder
 - Trash Can
 - Lighting
 - Electric (Limited)
 - Wifi / LAN
 - Stand Cleaning
 - Catalog Advertising
 - Online Advertising





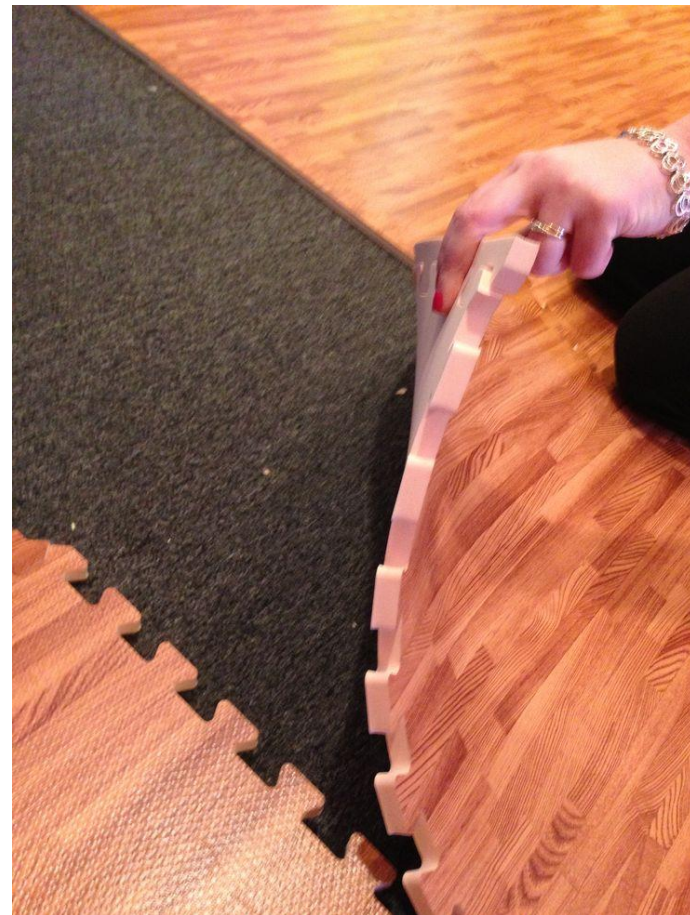
Trade Show Strategy: Selecting and Designing Your Booth...

- Be sure that you are aware of the Trade Show Organizer rules.
 - Electric, Drapes, Carpet, BYO Anything...
 - “Preferred” shipping companies
 - Unions / Approved Contractors
- Determine how much space you really need. It should be more about making meaningful connections, conversations and ability to covert prospects to actual customers than the complexity of a booth.
- Who are your booth neighbors going to be?
 - It matters! Even if they are not product competitors, neighbors can still be attention competitors. A small booth next to an extravagant booth can distract potential customers from your message and products.
- Your sales people are there to sell, not the booth. The booth is there to draw people in (should be a tool to help explain what your product is).



Trade Show Strategy: Selecting and Designing Your Booth...

- Work in comfort – use foam floor pads or get the extra carpet padding.
- Booth design should be streamlined and clean – don't use too much text.
- Remember that the bottom of your booth design will be covered up by tables, chairs, etc.
- Conduct a dry run assembly of your booth (Duct tape is only supposed to be a backup plan)!







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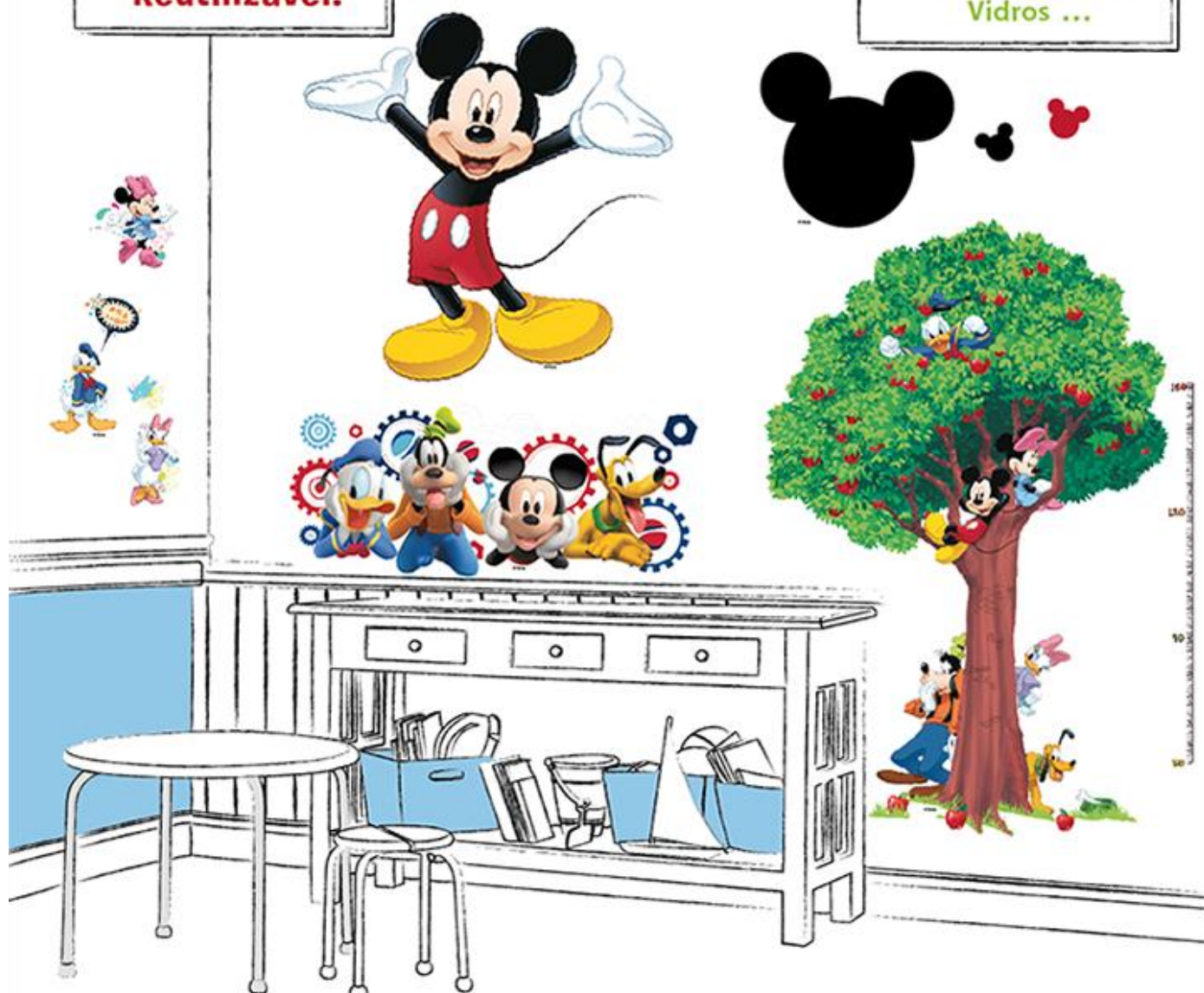
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Paredes, Móveis,
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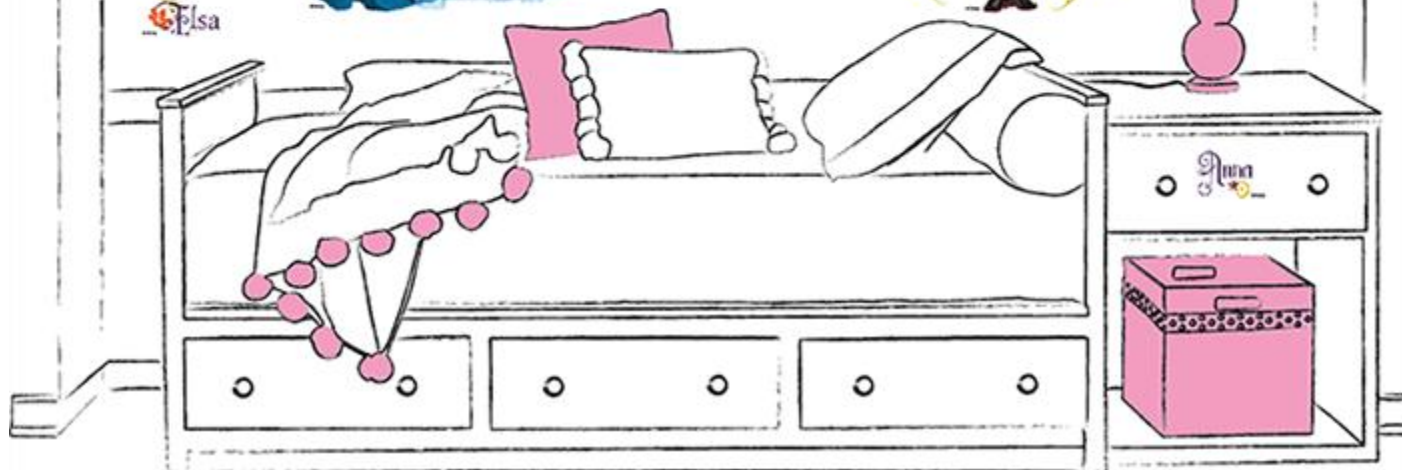
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**Decoração
em Segundos!**

Paredes, Móveis,
Vidros ...



elsa





Trade Show Strategy: Pre-Show Planning...



- Social Media is an important trade show tool for many industries; before, during and after the show. Determine how you will plan to further your investment with the best strategy for your company.
 - Determine hash tags and encourage customers to use them during the show. Consider offering coupon code incentives for people that use them.
- Even if your company is not a “social media” type of company, all trade show exhibitors should make phone calls or send personal e-mails to business contacts that they want to meet with during the show.
- Pre-arrange dinner plans for each night of the trade show with your top customers and contacts.
- Consider what marketing items you will provide to customers. Media kits, catalogs, swag, samples, etc.



Trade Show Strategy: Pre-Show Planning...

- Train your sales team and practice!!
 - Will you have an “elevator pitch”? Make sure it quickly reviews your top sales points, but be unique and memorable. The buyers are hearing tons
 - What is your introductory phrase?
 - What type of business do you have?
 - Are you familiar with RoomMates Décor?
- Consider offering a “trade show special” to spur buyers towards a purchase during the show dates (free freight, merchandising, percentage discounts, etc).
- Contact non-competitive industry contacts who will also be exhibiting and discuss cross-promotion of products/services in your booth.





Trade Show Strategy: During the Show...

- Consider getting set up at the show a day early so that you can invite important clients to a pre-show meeting or dinner...and be the first to take some of their purchasing budget!
- Record everything you can during each customer meeting – you will not remember everything!
- Attend any applicable show sponsored training seminars or networking events.
- Consider who else you can plan to meet at the show aside from buyers (Sales Reps, Licensors, Product Developers, etc).
- Avoid the “trade show buzzards”.
- Be sure to walk the show and consider ideas to implement for the following year, as well as current industry trends. Don’t be afraid to talk to competitors!
- Drink coffee and smile!



Trade Show Strategy: After the Show...

- Now the work to get your ROI begins!
- Don't let weeks go by without proper follow up on sales leads and new contacts.
- Social Media – Before, During, After. Follow up directly with personal messages and and photos taken with customers.
- What lessons did you learn? Write them down and file away for next year, otherwise you might forget!



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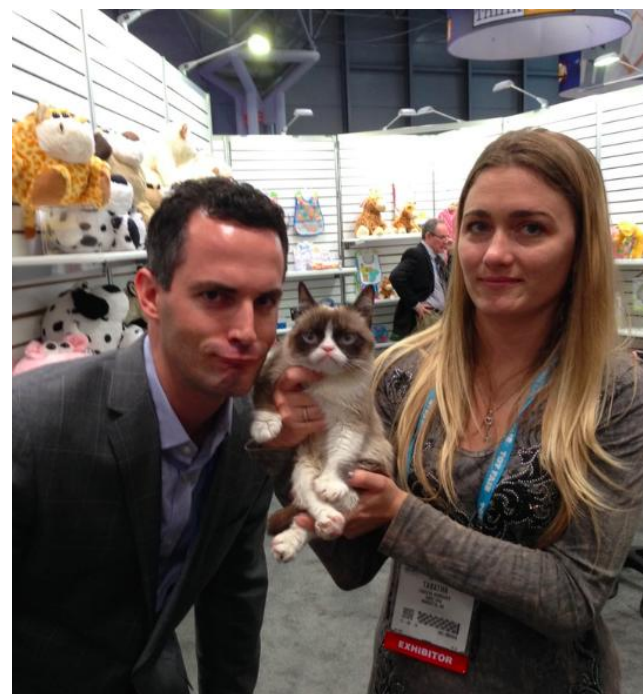
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Trade (Show) Secrets Thank You...



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30% Off Your Order
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<http://roommatesdecor.com>

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