

Tips to Maximize the ROI on Your B2B Trade Show

Trade shows are a challenge. They don't look the same as they used to. There's technology, fancy lighting, and elaborate demonstrations. Not to mention there's more competition and it's more difficult to pull people in and keep their attention.

Wouldn't you like to optimise the results from your B2B trade shows? We'll help you maximize your ROI and get the most out of your next B2B trade show. These tips will help you put together a booth and trade show experience that truly stands out. We'll guide you on how to leverage this moment for evergreen content that you'll be able to use for weeks, months, and even years to come.



How to Create a Trade Show Booth That Stands Out

1 Go ALL in on a Theme

Develop a theme and lean into it!

- Choose a theme that's relevant to your brand that will attract and resonate with your target audience.
- A cohesive theme can help create a **memorable experience** for visitors and make your booth stand out.
- Go beyond banners and signs. Don't underestimate the power of adding lighting, flat screens, literature holders and furniture to your booth.

2 Deliver an Experience

Don't just set up a booth and stand there. Create an entire **experience!**

- From your theme to how you interact with people to branded apparel and technology, make it all part of the experience that is your booth.
- Move beyond the traditional, static trade show booth and envelope visitors with a totally unique and unforgettable experience.
- Host a **Q&A session** with one of your technical people or an engineer. Let them field questions from the crowd.



3 High-Quality Graphics & Branding

This is the place to use your best branding.

- Get the high-quality goods and stand out with print that pops and branding that makes an impact.
- Be certain that your marketing materials reflect your theme, product and services in high quality with strong branding and they will be noticed by passersby.

4 Incorporate Technology

Does your company build or create complex products or services that you want customers to see or experience, but logistically, it's impossible?

- Bring a **VR** (virtual reality) or **AR** (augmented reality) kit and immerse people in your products and services! You can use VR to take visitors through a virtual tour of your product, service or business.
- Augment reality for your visitors and show them what your product would look like in their space. Read more about how to incorporate technology into your trade show booth.



5 Make Noise!

Literally! We don't want to encourage you to take away from other booths, but if you can, turn up the volume a bit to pique the interest of passersby.

- Yes, this can be perceived as gimmicky. But it works to get noticed. Whether it's music, an immersive experience, a commercial being broadcast, or laughter from visitors having a hoot at your booth, bring them in by making a little noise.
- If you manufacture a product for soundproofing or that makes noise, set up a demonstration to showcase the power of your product or service to attract attention and interest.

6 Be Unique

Skip the branded pens and notepads and get CREATIVE! Maybe it's your own app or maybe it's a gift that matches your theme.

- Provide a solution to your visitors. Offer them a unique experience. Give them a unique gift. Incentivize their interaction with you with a discount or free trial.
- Offer free **headshots** that people can use for their LinkedIn profiles.
- Do something different so they'll remember you when they walk away.

Here are some more ideas for incentivizing visits to your booth.



7 Train Your Staff

Want people to approach your booth? Make sure your booth staff are trained. Even better, choose your most extroverted people for the job.

- Before the event, have staff role-play scenarios and practice pulling people in and engaging them in your display. This is not the best job for silent Susan!
- For more tips on how to train your staff for a B2B trade show, read here.

How to Get the Most out of Your Trade Show

1 Push and Pull

Don't make the mistake of just pushing information about your business on visitors - pull their information too!

- Try for something more **interactive** or fun than having visitors jot their info down on a branded notepad.
- One of our favourite ways to pull info is to snap a pic with someone and send their contact to yourself with a special note about them.
- Be sure to follow up, whether it's a message through Facebook, LinkedIn or Instagram or a personalized email.



2 Know Your Audience

Don't appeal to everyone the same way. You'll probably find there's a mix of personality types when you're talking to visitors.

- Know your various audiences and cater to them accordingly.
- When a boomer approaches, hand them a business card. Someone younger and more tech-savvy? Exchange Instagram handles, share an NFC card or have QR codes ready for visitors to scan. Consider QR code stickers that you can stick to your phone and have ready to share with anyone and everyone, anytime!
- The same goes for making your pitch - make sure you're pitching your audience the right way!

3 Stream Your Booth on Social

Trade shows don't have to be a one-time event that you invest so much into and then it's over. Squeeze every bit of ROI out of it that you can get!

- Use this opportunity to stream your booth experience on all your social channels.
- Stream and record team sales pitch rehearsals and training for the trade show. Save this **content to be used again in the future**.
- Leverage every moment leading up to, during, and after your trade show to create evergreen content.



4 Take Photos & Videos

- Have a photographer and/or videographer making content that you can use for months to come!
- Set up a photo booth for visitors and share fun photos all over social.
- Do something snap-worthy and get people sharing it and tagging your business.
- This is your chance to make some killer content! Share long-form videos on YouTube and break up the video to make shorts and reels - get the most out of your trade show investment!

5 Live Updates from the Event

Put someone in charge of live reporting on and/or Tweeting the event.

- Regularly update your social media pages throughout the event to drum up further interest and get more people talking.
- Take your booth **beyond the trade show** and drive engagement.



6 Follow up!

Finally, don't forget to follow up with leads!

- Have some **personalized emails** or messages pre-crafted and ready to send after the event.
- Keep the fun and interaction going long after you tear down the event by sharing photos, content, and special offers with leads and contacts made at the show.
- Find a way to connect with your new contacts.

A Few Extra Tips

- Don't forget to wear name tags - consider making them pop with your brand's colours or a funny quote.
- Stand out a little more by wearing a costume, a wacky tie or a shirt with a funny or interesting quote or saying on it.
- Set goals and objectives before the trade show and do a debrief with the team following the event to see how you fared.
- When setting up your booth, consider traffic flow.

Packing List

Make sure you've got everything you need. We've put together a packing list to help you be prepared for anything. After all, anything can happen at a trade show and you want to be ready for it!



- **Zip ties** - Something could break in your booth and zip ties might be the perfect solution.
- **Duct tape, flexible wire, bungee cords** - Any one of these could be helpful in a variety of situations, whether it's for hanging signage or making a quick fix.
- **Scissors** - They make for an easier takedown and could come in handy during the show.
- **Clips or clamps** - Again, use them for holding signage, booth malfunctions, and what have you.
- **Notebook** - You'll want to jot down notes or have visitors leave their info.
- **Stapler with staples** - If you're handing out papers and business cards, staple them together for visitors.
- **First Aid Kit** - You never know! Equip it with eye drops, pain relievers, bandaids, and disinfectants.
- **Extension cords** - You'll need them, especially if you're incorporating tech or doing demos.
- **Mints or gum** - Stay feeling fresh and ready to talk to people after tons of coffee.
- **Detergent pen** - If you're wearing white, a spill is guaranteed to happen; be prepared.
- **Hand sanitizer** - You're going to be touching a lot of people's hands and other objects.
- **Snacks** - Whether you can't get away when the hunger kicks in or you need a little pick-me-up, pack a few snacks.
- **Dolly** - Make unloading and packing up easy with a dolly to move your boxes and totes.
- **Phone charger** - If you're using your phone heavily, you will need to recharge during the show.
- **Screwdriver** - You might need to tighten a table leg or make quick fixes to your booth or product.
- **Extra shirts** - In case you get super sweaty, spill something, or what have you.
- **Comfy shoes** - You'll be doing a lot of standing and walking - make sure you've got the right footwear.

How To Incorporate Technology into Your Trade Show Booth

Incorporating technology into your trade show booth can help you stand out from the crowd and attract more visitors.

Here are some ways to incorporate technology into your booth:



- 1 Interactive Displays**
Interactive displays such as touch screens, interactive kiosks, and tablets can be used to showcase your products or services in an engaging way. You can use them to display product demos, videos, and animations.
- 2 Augmented Reality**
(AR) and Virtual Reality (VR): AR and VR technologies can be used to provide visitors with a realistic, immersive experience. For example, you can use AR to allow visitors to see how your product will look in their space, or use VR to create a virtual tour of your product or service.
- 3 Mobile Apps**
Consider creating a mobile app that provides visitors with information about your company, product, and services. You can use the app to send push notifications, offer promotions, or provide information about your booth location.
- 4 Social Media**
Use social media platforms to promote your trade show presence and interact with attendees. You can use platforms like Twitter, Instagram, or LinkedIn to create a buzz around your booth, and encourage attendees to share their experience using a specific hashtag.
- 5 Live Streaming**
Live streaming can be used to showcase your booth and product demos to a wider audience. Consider using platforms like Facebook Live or Instagram Live to stream your booth activities and engage with your online audience.
- 6 Gamification**
You can use gamification to make your booth more interactive and engaging. Consider using games or challenges that are related to your products or services. For example, you can use a quiz to educate visitors about your product or service.

Remember to choose technology that aligns with your brand and message, and that provides a valuable experience for attendees. Make sure that you have the necessary equipment and staff to operate the technology effectively during the event.

Incentivize People to Visit Your Booth with These Ideas

Motivate people to stop by your booth by giving away cool prizes, branded gifts, discounts, trials, or even free food!

- 1 Product or Service Demonstrations**

Demonstrations can be an effective way to showcase the benefits of your product or service. Consider offering personalized demos that highlight the features and benefits of your products or services.
- 2 Discounts or Special Offers**

Offer a special discount or promotional offer to attendees who sign up for your product or service at the trade show. You can also offer potential discounts or incentives to lure client interest and commitment.
- 3 Free Trials**

Provide attendees with the opportunity to try your product or service for a limited time period, such as a free trial offer or a money-back guarantee.
- 4 Free Consultations**

Offer free consultations to attendees who want to learn more about your product or service. This can be an effective way to build trust and establish a relationship with potential customers.
- 5 Giveaways**

Offer branded giveaways such as pens, notepads, or USB drives, or items related to your industry or product line. Ensure that the giveaway is something useful, memorable, and relevant to your brand or industry. Check out this list of great giveaways for trade shows.
- 6 Prizes**

Offer a prize draw, raffle, or contest with a valuable prize such as a high-tech gadget or a gift card. This can be an effective way to generate buzz and excitement around your booth.
- 7 Catered refreshments**

Offer refreshments such as coffee, snacks, or water to attendees who visit your booth. This can be a simple yet effective way to create a positive experience for attendees and encourage them to stay longer at your booth.



Remember to try to choose incentives that are relevant to your business and target audience, and that align with your overall marketing strategy.

Tips to Train & Prepare Staff for a B2B Trade Show

You don't want a person at the booth who has no clue what they're doing. Training and preparing your staff is an essential part of ensuring a successful B2B trade show.

Here are some tips to help you train and prepare your staff for a trade show:

- 1 Provide product and company training.**

Make sure your staff is knowledgeable about your products or services, as well as your company's values and mission. This will enable them to answer questions effectively and represent your brand in a professional manner.
- 2 Train staff in customer service.**

Customer service is crucial when engaging with potential clients at a trade show. It'd be the worst if your booth staff had no experience in dealing with people. Train your staff on how to approach and engage visitors in conversation, how to listen actively to their needs, and how to provide personalized solutions.
- 3 Role-play scenarios.**

Role-playing is a great way to prepare for various scenarios that could arise at trade shows. Be sure to practice different scenarios that your staff may encounter during the trade show. This will help them feel confident and prepared to handle any situation that comes up.
- 4 Provide clear goals and objectives.**

Make sure your staff understand the goals and objectives of your participation in the trade show, such as generating leads or networking. This will help them focus their efforts and ensure a successful outcome.
- 5 Create a staff schedule.**

Ensure that you have enough staff to cover your booth during the entire duration of the trade show. Assign staff roles and responsibilities, and create a schedule that allows for adequate breaks and rest time. This will help everyone stay refreshed!
- 6 Dress code and appearance.**

If you're not doing uniforms, costumes, or branded apparel, establish a dress code that is professional and aligns with your company's image. Make sure that your staff looks approachable and well-groomed.
- 7 Establish a communication system.**

Set up a communication system that allows your staff to stay connected with each other and with the booth's management team. This could include walkie-talkies or a messaging app.
- 8 Debrief after the trade show.**

After the trade show, debrief with your staff to discuss what worked well and what could be improved for next time. This will help you refine your strategy for future events. Take note of the most common questions you received at the show so you're even better prepared for the next one.

By following these tips, you can ensure that your staff is well-prepared and ready to represent your brand effectively at your next B2B trade show.