

YOUR SHOW STAFF

Staff should be well dressed, well trained, and focused on the customer. Make sure to get your people together before the show to talk about your objectives and the products you will be featuring. Train your people to qualify buyers and ask them lots of questions. You need to know something about their business before you can explain why your product is relevant to them. Ask probing questions like "Who is your current supplier?" or "Who makes buying decisions?".

Try not to get bogged down in small talk. You are there to do business and so is the buyer. Also try not to spend all your time with current customers only. While you are having a chat about the weather, a potential new buyer might walk straight by.

Consider a uniform or shirt with your logo. Keep the energy up and the attitudes positive, and try to spend the optimum amount of time with visitors. The key to success is to find the right people and spend the right amount of time with them.

Smile, eye contact, open questions... It may seem like common sense, but it's not so common in practice!

BE PREPARED

Make sure you:

- Check your equipment and electrical tags
- Point of sale material
- Price lists, distributor lists, specials lists, PFD and Bidvest codes
- Incentives for end users (check with distributors before the show for specials and the length of time they will be available)
- Copies of halal and kosher certificates if relevant



SUPPLIES

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TRADE SHOW GUIDE

ADVICE • TIPS • TRICKS

Hit your target - head on!

Disclaimer: The information in this guide has been developed to assist stand holders. It is in no way a set of rules, nor must it be adhered to.



WHY EXHIBIT?

Exhibitions are held in regional areas, supporting local distributors and their end users. They bring your most active prospects and customers to you, and allow you to demonstrate products, answer questions, overcome objections and meet your market face-to-face. They also provide long-term brand building, to immediate sales; from researching the market, to launching new products while educating prospects to collect high quality leads.

These are just a few of the things that exhibitions bring to your marketing efforts in a measurable, cost effective way.

Exhibitions are also effective for:

- Personal selling to potential buyers
- Building prospect databases
- Building relationships with existing customers
- Educating the market
- Generating sale leads
- Demonstrating products or services
- Building brand awareness
- Launching new products
- Seeing what your opposition is doing

WHAT TO DO BEFORE THE SHOW?

Tell people why they should visit you. Take the trouble to mail prospects and customers before the show. Ask the show organiser for invitations and send them to your customer base. Spending a little time and thought planning before an exhibition will pay big dividends when show time comes. Use the web - the FIA has a website to promote the event and register visitors. Use your website; it's a great place to promote your presence at the show. Find out if the show site can provide links to yours.

Now it's time to lay the foundations for success:

- Launch your new product to customers
- Set specific goals
- Do you want to generate 100 sales leads?
- Demonstrate your product to top buyers?
- Make 40 new appointments?
- Test a new idea?
- How about meeting at least 25 qualified new prospects? Or finding three new distributors? Or handing out 200 samples? Make sure to focus on your most important goals



TIPS & TRICKS

STAND PRESENTATION

Be professional. Make sure everything you do is done well.

Pictures should be framed or mounted on board. Product information and prices should be close to hand. Make the most out of the available space by using risers to add some dimension and interest to your stand.

People love new ideas and clever solutions, so give your end users an idea of how they can use your product.

Make what you do obvious. Make the product the hero – a wall of product is better than a picture of your factory. If you have a new product or specialise in a niche sector, then put up a sign that says this. For example "New product" or "Specialists in the aged care sector".

Consider these options for your stand:

- Display your products as a finished item
- Sampling and tasting
- Recipes
- Menu ideas
- Clean/clutter free station
- Easily accessible brochures
- Banners
- Lighting
- Logo table clothes or skirting
- Make up your own show bags
- Logo serviettes
- Incentives to purchase

WHAT'S NEXT?

Once you have established that someone is a buyer you must capture their details. You probably will not secure the order on the day, and they probably will not contact you. That does not mean they are not potential customers. You have to capture their details and follow them up.

A business card alone is not good enough. You need to write a note on the back about what you discussed. Even better, staple the card into a pad and write a note next to it. This will make your follow-up much easier and more effective.

If they don't have a business card then write down their full contact details.

MAKE SURE YOU...

FOLLOW-UP ALL CONTACTS – Every visitor to your stand should receive a timely follow-up. The degree of follow-up will depend on the classification of the contact, ranging from a simple thank you letter, to a sales visit, phone call or information pack.

MEASURE YOUR RESULTS – Now is the time to measure your success. If you exceeded your goals, try to determine why, so that you can replicate that success at the next show. If you fell short, figure out what you can do better.

GIVE FEEDBACK – To the event organiser and committee so they can improve on the next show.