



TRADESHOW MARKETING SECRETS®

“HOW TO SELL YOUR PRODUCT TO BUYERS
AT A TRADESHOW”

By: PAUL GAGE



Tradeshow Marketing SECRETS®

A tradeshow is your judgment day! Thousands of exhibitors have paid to come together in one major forum to showcase their product. Some of the largest retailers in the world will be walking the tradeshow floors judging which products will make into their stores and which products won't! It is up to you to make sure your product makes it into their stores!

Every company worries about the logistics portion of the show, buying books on booth design and forgets about the main reason they actually paid thousands to exhibit at the tradeshow which is to get DISTRIBUTION!!!

Tradeshow Marketing Secrets will show you how to develop a comprehensive plan that will generate leads and purchase orders ensuring that your investment does not turn into a major expense.

Tradeshow Marketing Secrets has proven techniques and strategies that will put your company on the agenda and mind of retailers Before...During... and After the tradeshow.

Your booth will be filled with prospective buyers while your competitors are scrambling for retailers' attention!

About the Manual

The objective of this manual is to help you reach your goals by seeing things from a buyer's perspective and focusing on developing a plan from that perspective.

In this manual, the terms *buyer and retailer* are used interchangeably as are the terms *vendor, supplier and exhibitor*. This manual is divided into *four sections*:

- 1) The Psychology Of A Buyer
- 2) Pre-Show Preparation
- 3) Success At the Show
- 4) Tradeshow Follow Up



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BUYER PSYCHOLOGY

Tradeshow Attendee Behavior

Things are changing in the tradeshow arena no matter how many tradeshows you have attended.

Buyers are spending less time at the shows due to time pressure. The majority of buyers are arriving with a preplanned agenda to get most efficient use of their time.

They know in advance who they are going to see and what products they want to evaluate.

You do not want to rely on buyers wandering into your booth because they may be pressured for time because they have already set appointments to meet with other exhibitors.

When you are presenting your product to a retail buyer, particularly at a tradeshow, you want their full attention. Your objective is to get them interested