

# **GUIDELINES FOR TRADE SHOW SALES MEETING**

## **In recognition that:**

1. Manufacturers will hold sales meetings at national trade shows.
2. Representatives with two or more lines will have inevitable scheduling conflicts.

## **It is recommended to use the following guidelines:**

1. No such meetings during exhibit hours.
2. Sufficient advance notice of time and place to the representative to allow for a possible resolution of conflicts. A 90-day minimum advance notice is recommended.
3. Necessary sales meetings be limited to one hour in length.

## **The committee further suggests that the following be considered:**

1. The most effective sales meetings are held in a less hectic atmosphere, preferably at the factory.
2. The least effective sales meetings in terms of impact and information retention are those held at national trade shows.