

# **GUIDELINES FOR NATIONAL TRADE SHOWS**

## **Representatives Attendance**

National trade show audience forecasts in terms of quantity and geographic location should be made prior to making a decision as to which representatives should be required to attend. Manufacturers and representatives must respect the costs each incur, and weigh the relative merits of attending each show. Indiscriminate attendance requirements for representatives should be avoided.

## **Booth Personnel**

Manufacturers should have an adequate number of factory personnel to staff their booth, and be flexible in their scheduling of representatives to work in the booth. Representatives should promptly notify manufacturers of booth schedule conflicts, and offer alternative times when they can be present in the booth. Representatives should make themselves available on an equitable time basis to all their factories. Time must be allowed for representatives to seek out sales prospects and customers to guide them to each of their manufacturers booths for individual sales presentations.

## **Boothmanship**

The conduct of booth personnel is vital to the success of national trade shows. The following points should be followed by both manufacturers and representatives.

1. Be on time for your booth assignment, and stay for the full time period.
2. Be aware of the manufacturer's special goals for the show-, i.e., new products, new programs, special offers.
3. Make a full sales presentation regardless of the geographic location of the booth visitor.
4. Do not become engrossed in conversation with colleagues to the detriment of booth visitor,
5. Provide full information on show lead cards. This should include not only name, address, and phone number, but most important specific product and level of interest. Manufacturers must distribute show leads as promptly as possible after the conclusion of the show,
6. Representatives should provide manufacturers their entire show schedule and hotel location in the event customers wish to contact them.

## **Sales Meetings**

Sales meetings held in conjunction with a national trade show should be scheduled well in advance, and representatives provided adequate advance notice. Representatives should respond to the meeting announcement as quickly as possible if a schedule conflict occurs so that manufacturers might plan accordingly. Meetings should not be conducted during show hours, and should be kept as brief as possible.