



# FIRST TIME EXHIBITOR TIPS

## **Invite Your Target Customers to the Show:**

Reach out to your existing customers and prospects to let them know that you're exhibiting at the show! Start by giving them a quick call and setting up an appointment during the show. Be sure to follow up by sending them a postcard invitation or emailing them with your personalized registration URL using our free marketing tools (<https://oceancitytradeexpo.com/marketing-materials>).

## **Share Your New Products With Other Exhibitors at the Show:**

Everyone comes to the show to find new products! Make it easy to find your new items by completing the New Products & Specials Form found on the Expo Info tab.

## **Offer a Worthwhile Show Special:**

Encourage Attendees to place their orders with you at the show by offering them an incentive they can't refuse.

## **Read the Exhibitor Manual & Be Aware of Important Details:**

Download the Exhibitor Manual and make sure you send in the required forms by the required dates.

## **Order a Lead Retrieval Unit to Track Customers at the Show:**

Small, lightweight, and very easy to use, TS Leads will provide you with a complete record of every prospective customer who visits your booth. The order form can be found on the Exhibitor Resources tab. Pack enough catalogs, price lists, and office supplies to last the entire show.

## **Prep Your Booth Staff:**

Make sure your team is ready to go with an upbeat attitude about your products and the show! Encourage your team to dress professionally and be ready with a welcoming smile.

## **Have a Post Show Follow-Up Plan:**

The most important, and often, the most forgotten part of the show is your post-show follow-up. Many purchasing decisions/orders come in AFTER the show. So, "follow-up" is key! There are a variety of ways to do it - from thank you notes, calls, to emails, and the lists/contacts you collect using our Lead Retrieval System. Be sure to have a plan in place before you get to the show, so you can act on it afterward. Fill out our post-expo survey to receive the Attendee list at no charge.

## **Follow the Show on Social Media:**

Like us on **Facebook** (Ocean City Trade Expo)! Keep your social media pages updated consistently so your followers keep coming back for more! Another perk of an updated page? We will be sharing Exhibitor Facebook posts year-round! So...help us help you and post something new at least once a week.