



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 here](#) or visit OceanCityTradeExpo.com/exhibitor-resources.

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 here](#) or visit OceanCityTradeExpo.com/exhibitor-resources. 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.