



Finding A Trade Show Event

There is a difference between Finding A Trade Show and Selecting The Right Trade Show. This month we are looking at Finding A Trade Show Event that we might attend.

With over 9,000 trade shows being held every year, you have to make your choices wisely to stretch your marketing dollar because even though trade shows are a successful marketing tool, they are also a substantial investment of money and time. If you already have your trade show schedule set, it is still worth while to research new shows.

Make a list of as many shows that may benefit your company without getting overly concerned with the details of why to attend that particular show. Next month's Newsletter will contain more detail on the selection of the right trade show to attend.

We will start with a list of web sites to find a trade show event. These sites are for different industries, dates and locations.

TradeShowWeek.com
TSNN.com
ExpoCentral.com
JupiterEvents.com
ExpoFairs.com
AllConferences.com
MyTradeFairs.com
TradeShowPlaza.com
BizTradeShows.com
Exhibitoronline.com
<http://fita.org/tshows.html>
Eventseye.com
Frasers.com/trade/index.cfm

As you can see there are many places to search for trade show events.

Other locations to check are your Industry Associations. These are often a targeted audience at a reasonable cost.

Research the web sites of your competitors and see if they have listed the events they plan on exhibiting at.

Shows that are specific to your product or service will generally bring the most qualified leads.

Now we have a list of possible events.