



## Selecting the Right Trade Show

Promoting your Proprietary Accounting Software at a Bridal Show will not bring the results you want regardless of the effort, time or money you put into the show. Selecting the right show to attend is a key element to Successful Exhibiting.

The first step should be to contact the show management or organizer. Questions to ask them include: How many years has the show been running? How many people attend the show? What positions within a company do people hold that attend the show such as owners, buyers, managers or military personnel for example. Who exhibited last year? Ask for contact names of last years exhibitors that you can contact, even if they are your competitor. The goal is to try and evaluate prior to selecting the show you attend which ones will likely have the most prospects for your business type.

When and where is the show? The timing of the show is also critical. A show scheduled for the middle of January in Winnipeg may not bring the highest attendance. You may wish to incorporate the launch of a new product with a show date. Keep in mind your business cycle. Taking key personnel to a trade show at your busiest time of the year may not provide the best results.

Start collecting the data you require to establish your budget. You may find the perfect show to attend only to find out it is simply not possible due to the cost. What is the cost for an 8'x10', 10'x20' or 40'x40' floor space? The cost to travel, hotel, food, transportation in the city the show is in along with many other costs which we will discuss in another newsletter. When presenting a plan to attend a show to the inevitable decision maker, they will always ask what this event will cost. Start recording as many costs as possible while you are researching the show location.