

Do you want to make your tradeshow more profitable?

We can help you if you answer yes to any of these questions!

- Are you new at tradeshow exhibiting?
- Are you disappointed with the results from your previous tradeshow, fair or special event?
- Are you looking for professional coaching and/or training to make your tradeshow exhibiting more profitable?

Allen Stam will show you how to outshine the competition every time. Allen is based in a small town yet his sales for a previous company ranked near the top nationally. How did he do it? Allen's mastery of tradeshow and exhibitions was the key to boosting sales and building lasting relationships with his customers.

Allen is a professional member of National Speakers Association and is a tradeshow award winner. He will share his tradeshow secrets that put his sales on top!

All pre-show seminars, consulting services, as well as on-site booth coaching are totally customized to meet YOUR needs.

Program Outline

Making Tradeshow Exhibiting More Profitable! is an interactive, how-to program that provides exhibitors with a complete step-by-step process to make their next tradeshow the most profitable ever. This 2-day tradeshow training system is customized based on the experience level, length of training (e.g., 1/2 day workshop), type of program desired, location of training, amount of role playing, and results desired. Other coaching seminars are also available.

The 50 training modules that are available include the following:

Plan a tradeshow:

- Deciding which tradeshow(s) you should exhibit at
- Arranging freight to/from the show
- Setting goals and establishing a budget
- Evaluate your competitors and establish your unique selling features
- How to select a winning booth location
- Designing a consistent promotional theme
- Create a marketing plan for pre-show, at-show and post-show activities
- When to use telemarketing, direct mail and e-mail campaigns
- How to get free publicity
- Pre-show advertising opportunities
- Selecting creative promotional giveaways
- Establish a lead management system
- Creating a lead sheet that works
- Develop a check list of what you need to bring to the tradeshow
- Determine the services that you will need at the booth
- Evaluate various booth layout configurations
- Create an intriguing booth (graphics, lighting, display)
- Organizing various booth staff responsibilities
- Evaluate advertising options during the show, both on-site and off-site
- Determine what sponsorships are available and if they will work for you
- Partnering with show management in creative ways

Execute a tradeshow:

- What questions to ask to get them to stop (and what questions DON'T work)
- Creating a unique promotional giveaways method to increase your booth traffic
- How to use humor effectively
- After you stopped them, now what?
- Are they a quality lead? It's as easy as 1-2-3.
- How to easily move unqualified prospects out of your booth
- Interactive techniques that make attendees part of the experience
- Easy tips and techniques to double your booth traffic
- Learning what attendees really want to hear at your booth
- When to ask, when to tell, and when to listen
- Building brand awareness
- Be unique and be remembered
- Staffing to stay on top
- Using celebrities or a spokesperson at the booth
- Games, contests and drawings ... do they work?
- What to do and what not to do in your booth
- How and when to reward prospects at your booth
- Why and how to partner with other exhibitors
- Learn when you don't want attendees to leave your booth

Follow up a tradeshow:

- Post-show advertising opportunities
- Creating a prospect database
- When and how often to follow up with prospects after the tradeshow
- Qualifying leads
- Methods of prioritizing all the leads
- Identifying various methods of follow up that will work for you
- Effective post-show e-flyer campaigns
- Evaluating the success of your tradeshow
- Measuring your ROI
- Sure-fire tips to close more sales faster!

Benefits for Exhibitors

This seminar is packed full of specific, **easy tips and techniques** that you can apply immediately. Allen can coach your marketing and exhibit staff onsite at your tradeshow booth or prior to the tradeshow at your location.

Here are just a few things that this tradeshow training system will give you:

- Creative, interactive techniques to double your booth traffic.
- 3 reasons why tradeshow exhibiting fails.
- Walk away with a 3 second introduction that is guaranteed to have attendees stop at your booth.
- 7 techniques to instantaneously separate the hot from the cold prospects.
- 3 sure-fire methods to close more sales faster following the tradeshow.

This program is also available at convention tradeshows in a 60-90 minute seminar or as a half day workshop. Call your association today and request this program at your next convention.

Benefits for Meeting Planners & Show Managers

Meeting planners and show managers, **here is what YOU will get** when Allen Stam coaches the exhibitors at your event:

- Real value that you can offer to your exhibitors
- Additional exhibitors and increased revenue because they want to exhibit at your event that includes professional training
- Successful exhibitors while exhibiting at YOUR tradeshow
- Increased downstream advertising revenues
- More repeat exhibitors

Allen is an award-winning exhibitor and has worked with associations and organizations from coast to coast.

Call Allen today to make your next tradeshow the most profitable ever!

Call us today at (410) 451-1993 to discover how we can create a powerful promotional program for you.