



How to Make the Most of a Convention

Being a vendor with a booth at a Convention can impact one's business for the year ahead.

Here are some suggestions for making the most of your convention attendance.

- ✓ Be a sponsor. This helps bring out your name at the Show – in the program guide and throughout the Show.
- ✓ Draw attention to your attendance prior to the Show. Send out emails to your target audience to announce your attendance. Send out letters with special offers prior to the Show. Include your booth # so you can be found easily. You could even include a photo of your booth so it can be easily recognized. Announce your attendance on your website and with a banner announcement on all emails sent out of your office.
- ✓ Have appropriate booth appearance. Does your booth provide the message you want your audience to get? Does it promote the level of professionalism you want to represent? Do you have enough space? Professional booths are much more cost effective than they used to be and easily transportable. Can attendees get to your products? Is the booth attractive, clean, and well-lit? If you're busy with a customer at the booth, can other passersby easily take information on your product to review later? Make sure the booth is manned at all times during exhibit hours. Is your booth literature appropriate – does it just explain the product, or does it steer toward the end goal of placing an order?
- ✓ Offer specials. Give Show discounts for orders placed at the Show. Evaluate different quantity/price combinations that might be attractive to your audience.
- ✓ Prize drawings. Offer a give-away drawing at scheduled times each day of the Show. These can be promoted prior to the Show and announced during the Show. This will drive up traffic and interest in your booth.
- ✓ Participate. Participate. Participate. Offer to be a Guest Speaker or to put on a workshop. Attend other workshops and round table discussions and provide input. Take part in other activities outside of exhibit time such as breakfasts, dinners and entertainment events. Become involved with the organization outside of just the annual convention to keep your name in the forefront of people's minds. Wear logo clothes to keep your name in front of people. Have your logo, name or website on the back of your shirt or arm sleeve so you will be seen coming and going.
- ✓ Take advantage of resources from the Association. Talk to the members of the association organizing the Show and take advantage of all of their marketing opportunities prior to the Show and during the Show. Can you provide stuffers for the Goodie Bags? Walk the floor during the Show to become more familiar with the association and to see what works well for others' booths.

- ✓ Follow proper booth etiquette. Follow-up in a timely manner with the contacts you have made at the Show. Send thank you notes to the people in the association responsible for the Show to show respect for the dedication and hard work that goes into the planning and implementation.

Setting goals and an action plan prior to the Show can help to keep you on track to obtaining those goals. Recognizing that you and your audience are both looking for new avenues for savings and revenue generation can help you link your communication to your target audience. All that effort will make things come together at the Show for a better experience for everyone.

If you have any questions or would like any additional information on the Specialty Retail Trailer Insurance Program available for sale at dealerships or direct from the manufacturer, please contact Thum Insurance Agency at 1-800-866-0777. Office hours are 8:00 am to 6:00 pm Eastern Time, Monday through Friday.

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