



ANATOMY OF A SUCCESSFUL TRADE SHOW EXHIBIT

A trade show, also known as a merchandise show or market week, is an exhibition or a business gathering organized by companies that showcase and demonstrate their new products and services and also their latest offerings. Trade shows also provide opportunities for companies to meet their customers, to learn new trends and to identify new prospects.

Trade shows are not open to the public and can only be attended by company representatives, members of the trade and members of the press. One advantage of holding a trade show is that it shortens the time it takes for companies to look for prospective customers. But the major disadvantage is that customers and prospects pay little attention to the many exhibitors and their products due to the many distractions and the busy atmosphere inherent in trade shows.

Exhibitors can make effective use of trade show displays in trade shows to direct visitors to their main display area. Trade show displays are used to give visitors a better understanding or appreciation of the products or services being marketed. Although exhibitors are only supposed to put their trade show displays within the confines of their designated trade show exhibit area, exhibitors also display items in strategic areas of the fair grounds. Trade show displays often used include banner stands, counters and cabinets, panel display etc. that clearly display the company logo, basic company information and company slogan.

The trade show booth is an important component of the trade show display as it aims to enhance the brand and marketing experience for the visitor. It facilitates valuable direct face-to-face contact between the companies and their prospective customers. The whole booth set-up includes counters kiosks, lighting, flooring, literature racks, banner stands and high impact graphics, with the booth design, the staffing and the handouts the main factors to a successful trade show booth.

Many companies prefer to rent pre-owned trade show exhibits and displays rather than to buy or to create them from scratch to save on the trade show booth construction costs and also on the expense of warehousing the displays after the trade show is over.

Trade shows demand a lot of work and effort, and exhibitors have to plan well in advance so as to make the trade show a success. It is because any successful trade show offers exhibitors with a very valuable opportunity to build relationships face-to-face with their clients and to close lucrative business deals.

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