



How will people find you at an event among the scores of other tradeshow exhibitors? One of the best ways to help attract booth visitors is to utilize your web site in simple, creative ways.

Follow these ten web site ideas designed to maximize results:

1. List All Your Shows

Add all shows to your web site. Whether local or international, each show is promotion for your company. On your own web site, the listing promotes you before the show and, thanks to search engines, can last forever. Even if you have the smallest space at the show, the listing implies you are an industry leader. Make sure the listings are not on your site for more than a year after the event.

2. Link Your Site

Your dealers and distributors should be linked to your tradeshow site, so the information filters down to an individual buyer who may be attending.

3. Add a Photo

Highlight each of your exhibits for each listing. Even if you have a small space, say a 10x10, surely there is something unique about your exhibit - one dominant image, a new sign, a photo of a give-away, the grand prize.

4. Who Are You?

Folks love to see photos of people, so add photos of your exhibit staff for each show. Photos will make your staff more approachable by strangers, either coming to your booth or during other activities at the show.

5. Add a Map

Focus on your physical location at the event. Provide a floor map and highlight your spot. Why? So folks will be looking for you.

6. Where are You?

Heavily promote your booth number. Be careful if you are in a special hall. For large shows, be sure to differentiate your location from other tradeshow exhibitors. So prominently indicate if your space is #1472 - East or West, North or South, or by another name (hall designations).

7. Admission Tickets

Offer those admission tickets from show management on your site. Put in a deadline date for mailing or pick-up.

8. Set Appointments

Make it simple for people to contact you before the show to set appointments during the show. This allows you, and your visitor, to plan during a very compressed time frame.

9. Are You a Sponsor?

Definitely link to the show site to promote your sponsorship, to get your money's worth.

10. Tell People

Most folks won't look at your site unless you tell them to look at your site for tradeshow information. Do this in person, via mail and your e-mail correspondence. Your web site is a powerful tool in tradeshow marketing.

*Julia O'Connor = Speaker, Author, Consultant
Trade Show Training, inc.
PO Box 17155 - Richmond VA 23226 USA
+1 804-355-7800 www.TradeShowTraining.com
julia@TradeShowTraining.com*