

Just a thought...

How to Stand Out at a Trade Show?

No Sweat!

Marketers don't often realize that when it comes to trade shows, every company stands in direct competition with every other participating company. It doesn't even matter if those other firms sell products which are directly competitive -- they're fighting tooth and nail to get attendees - their prospects - YOUR PROSPECTS - to pay attention to them. Call it Share of Mind...

The question then is how does one accomplish the risk of "standing out" amidst a sea of what can be will over 100 exhibitors.

The answer lies as it does with all forms of marketing in breaking out of the mold.

No easy task, of course...unless one looks around at the one's industry sees what the industry "looks like" and goes against the grain.

An example?

Recently, our client planned a booth for a trade show which attracts those from the Pulp and Paper Industry. The show contained the usual exhibits of heavy machinery - coating equipment, dryers, rollers and the like. Our client, which manufactures and innovative drying system, sought an exciting way to announce its one year free service guarantee.

Our solution? Development of a five foot deodorant stick affectionately titled, the "No Sweat" Stick. Why "No Sweat?" Because when you purchase one of this company's systems, you get one year of free service...and thus you can relax, because now there is no reason to sweat it out at all. Of course, instead of the usual hand-out of pens, pads, mugs, etc., show attendees were given sample size "No Sweat" deodorant sticks complete with back label information on the one year guarantee.

The result? An incredibly successful trade show marked by lots of attendees visiting the booth and most importantly, asking about the relevance of a deodorant stick at a heavy industrial trade show. Just the kind of opening our client needed to make a pitch.

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