

Tips & Tricks to help make the Home Show a big success for you

- Recent research confirms that the profitability from a tradeshow is more dependent on quality salespeople than location. Most attendees walk up and down every aisle looking for products that they desire. Have your booth constantly staffed with knowledgeable people.
- If at all possible, demonstrate your product. A live demonstration is best, but a video or other type of presentation can also be effective.
- Remember all you have is 30 seconds to catch their eye. It is important for them to immediately know what you are selling. Make it easy for people to see what your product is. Have the name of your business in large letters and easily visible. Include your unique selling proposition. This is the reason why people should buy from you. If they have to guess, they will quickly move on.
- Be sure to promote your participation in the Home Show. Add a tag line to all of your advertising leading up to the show. Hire a celebrity to be at your booth. Mail personal invitations to your customers. Provide complimentary passes to your customers. Exhibitors may purchase Home Show tickets in advance at the discount rate of \$3.00 each at the Gainesville Sun or at the Builders Association of North Central Florida.
- Be sure to have business cards for everyone at your booth.
- Be sure to ask for business cards from everyone visiting your booth or have a registration form for a drawing for a free prize. Ask about announcements at the show. If your prize is something of value, promote the prize in advance of the show.
- Offer special pricing at the Home Show to entice people to make an immediate buying decision.
- Show your product well so visitors will remember you when making future buying decisions. Best booths have dynamic and memorable displays staffed by friendly, knowledgeable people.

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North Central Florida's

homeshow

Everything for
the home,
inside and out

at the University of Florida's O'Connell Center in Gainesville

March 13 & 14, 2010