

Tradeshows Tip Sheet

This month: Irresistible Presentations

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Irresistible Ways to Attract Visitors

So you're going to the trade show with an experienced and prepared staff. You have a lead capture mechanism in place. Your booth is sharp, good-looking, clean - hey, it's spotless!

So why aren't people stopping? Is it because one of your competitors is doing some crazy stunt that's grabbing all the attention? Is the booth across the aisle drawing them in with a magician-slash-presenter? Do the demonstrations in the booth down the aisle send attendees into fits of excitement, laughter and rave reviews?

In other words, are you doing everything right but

STILL not drawing people in because you don't have an Irresistible Presentation?

So what constitutes an **Irresistible Presentation**?

Is it your booth itself? Is it having a great demo that people can see, touch, feel and smell? Is it having a professional presenter putting a great polish on your product or service?

Or is it something else altogether?

Let's explore **Irresistible Presentations** in this issue of the Tradeshows Tip Sheet...

Getting People to Stop at Your Booth

Your goal is to get visitors to stop in their tracks, to grab their attention while they walk by. It might be something as simple as a large plasma screen showing a demo of your product or service. It could mean putting on a professional presentation several times a day designed to engage visitors, get them to stop and take notice of your company.

Movement, color and sound are the three main attractors. Those three elements may be combined in a presentation about your product or service playing on a large plasma screen. It could be a product demonstration. It could be any number of things that get people to stop, look and investigate.

The second part of the 'getting people to stop' quotient is this: the more people that DO stop, the more people WILL stop. A crowd attracts a crowd. This principle is demonstrated in a street fair when a juggler starts to perform.

Ten people will stop. Twenty people will see the ten people (but not necessarily the juggler) and they'll stop to see what the others are watching. Then another two dozen will stop because there is already a few dozen folks watching.

If you can start a crowd with a small but engaging demonstration or event, that crowd will draw more people into it, as if by gravity.



If you can create a crowd with a small but effective demonstration, you'll draw more people into that crowd as if by gravity.

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Putting on a Show in Your Booth?

If you consider putting on a show of some sort in your booth, what might that be? If you sell food, it could be a cooking demonstration, complete with kitchen set-up and a large overhanging mirror so the audience can see the demo from above. If you sell a piece of software, perhaps it means having a large-screen demo of the software



every hour. If you sell a service or other intangible, that might mean hiring a professional presenter.

So where do you find a professional presenter? One way is to

search for 'trade show presenters' online where you'll find a wide variety. Two presenters we've had on our podcast at www.interpexhibits.com/podcast are Anders of

www.AndersMagic.com and Heidi Miller of www.HeidiMillerPresents.com. Heidi feels that a pro can offer excitement in your booth that one of your own folks may not. "There's nothing more powerful than someone actually reaching out to touch your product," says Heidi. Even if your company has a good presenter, 'how much should I pay that person? And how much time will it take away from their other duties to prepare for the presentation?'"

If you do decide to put on your own demonstration, keep it short: five to seven minutes is plenty. The goal is to tease your audience enough so they have more questions and a desire to learn more.

If you can gather qualified leads with a demonstration you've done exactly what you're supposed to – leave them wanting more.

How Much Does Booth Design Matter?

The design of your booth itself may be a show-stopper, one that makes the visitor stop in their tracks with a stunned look on their face. One exhibitor recently set up an old school bus on to the floor, colorfully painted to look like an escapee from a hippie commune. It was a perfect fit for their hip natural product.

Another booth was simply a shipping container painted brightly, with doors and hatches cut into it so that the visitor had to actually step inside to see exactly what was offered.

Both presentations did their job – drawing attention. A 'typical' pop-up booth doesn't draw nearly as much attention. The biggest challenge of an 'off-the-shelf' booth is standing out in a crowded floor.

If a creative booth design is important to you, brainstorm with your creative department and your favorite tradeshow exhibit designer – the right booth can certainly bring a lot of people into your booth just by its very existence.

Bottom Line

There's no right or wrong answer to getting people into your booth. What works at this year's show may be a dud next year. Often the whole process of bringing people to your booth is a matter of experimentation and calculated risk. Using a professional presenter may be a good choice, especially if you've never done it before.

It's always good to try interactivity: what can you do with your product or service that can put visitor's hands on it?

Approach the challenge with an open mind and listen to ideas from all quarters. And keep track of what works (at least this year) so you can tweak or re-work the idea for a future show.

Brainstorm a new attractive booth design with your creative folks and your exhibit house

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