



MAKING YOUR EXHIBITION LIFE EASIER

VISITING A TRADE EXHIBITION FOR THE FIRST TIME

TARSUS SUPPORT
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PREPARING FOR A TRADE EXHIBITION

Once you have completed your research on which exhibition will best fulfil your needs, you next need to plan how you will maximise your time at the show.

Many visitors make the mistake of leaving everything to the last minute, which can increase stress and decrease productivity. Make sure you start as soon as you register to make the experience smoother for you. There is a lot happening at exhibitions, in order to make the most out of your visit you will need to plan your time wisely.



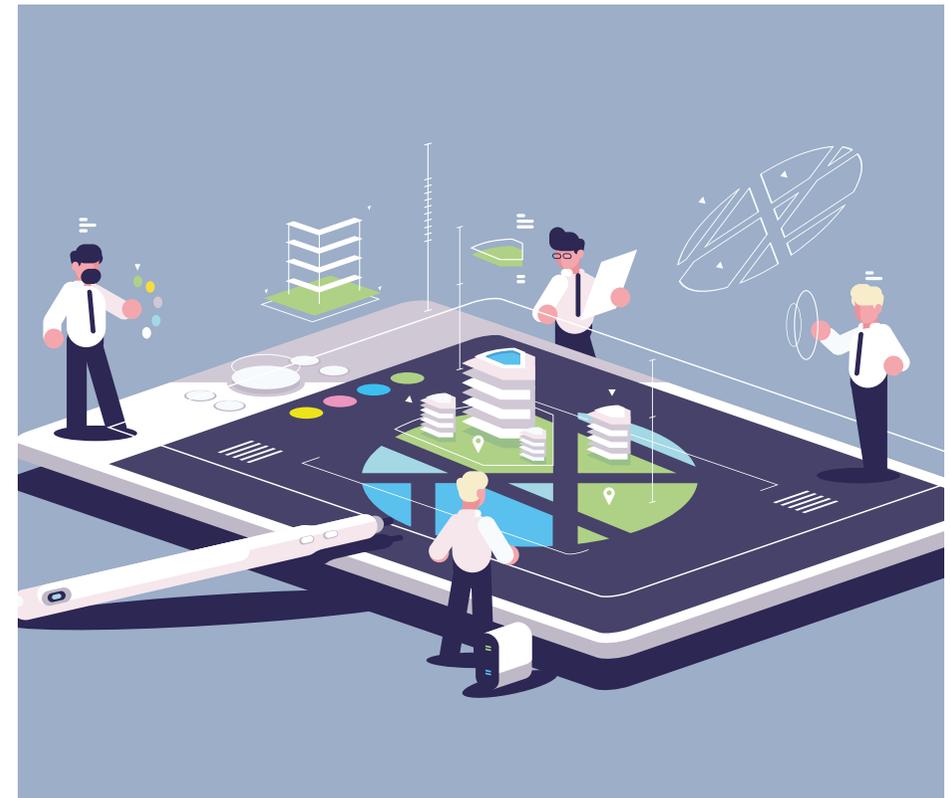
- 1** Decide who you want to meet and the kind of products and services you're interested in, this will help you when filtering through the large exhibitor list.
- 2** Take a look at the seminar timetable and list out the inspirational talks and dynamic, hands-on workshops from global industry leaders you want to attend.
- 3** Start booking appointments with your must see exhibitors, remember to leave some time for breaks, lunch and unplanned conversations. Many exhibitions have a matchmaking or appointment planning tool to help you with organising your time, and ensure you carry out research before the exhibition so you are well prepared for your meetings and can save time by skipping straight to the point.

NETWORKING AT A TRADE EXHIBITION

When it comes to networking make sure you bring plenty of business cards and any literature you want to give out to exhibitors, exhibitions are a platform for you to promote your company as well, so make the most of it. Attend networking events, this will give you the opportunity to grow your relationship with current providers and network with other exhibitors and visitors. It is vital to keep in touch with your contacts, add them on LinkedIn as soon as you meet them and arrange a meeting if you have an idea you want to discuss further. Even if someone can't directly help you, they might have the contact you need, so it's always worth pursuing a business relationship.

OPPORTUNITIES

- Checking out your current suppliers developments
 - Gaining knowledge on new products and trends
 - Product launches and demonstrations
 - Free to attend seminar sessions and workshops
 - Speak to the right people to begin a joint venture
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THE DO'S OF VISITING A TRADE EXHIBITION

So many visitors make the mistake of rushing around and trying to see an exhibition in the shortest amount of time. To help you put the best foot forward when visiting a trade exhibition, make sure you carry out the below do's.



DO

Pre-register - Not only will you save yourself time onsite and potentially money, it means you will be the first to receive the latest show news, offers and launches via email. Many exhibitions send out show previews, invitations to networking events and show offers in advance to those pre-registered.

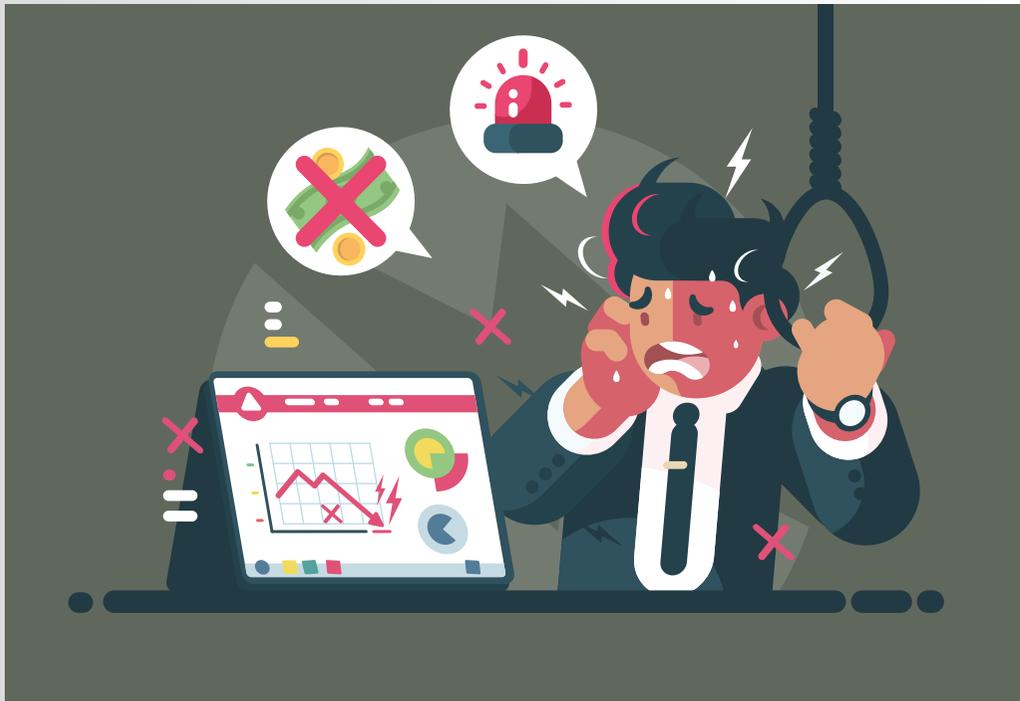
Take your time - This is one of the only times a whole exhibition hall of people who work within your industry will be congregated. Take the time to walk around the whole show and talk to as many people possible. Allow enough time for unscheduled conversations as well as planned meetings.

Be open-minded - Try not to shy away from change, one of the great advantages of exhibitions is that we learn about ideas which we have never considered before.

Set objectives - whether you plan to make purchases onsite or just gather information, ensure you know why you are attending.

THE DON'TS OF VISITING A TRADE EXHIBITION

Some of the following don'ts might sound obvious, however you will be surprised how many people fall victim once in a busy exhibition hall.



DONT

Throw away Information - As heavy as it is to carry around, do not throw away business cards and promotional leaflets, or if you really cannot carry them, take a picture. Don't kid yourself and think you will remember their company name when you get back in the office next week!

Expect to walk the show in an hour - If you haven't pre-booked all your onsite meetings you might find yourself waiting around for someone to be free. Even the smallest of shows takes time to walk up and down every aisle.

Be afraid of talking to exhibitors - Don't shy away from exhibitors, the worst you will get from them is valuable information.

Overbook yourself - Make sure you leave time to walk from one stand to another, and give yourself some time for lunch and a sit down.

Just focus on big names - The companies you have heard of might have new product launches which are worth checking out, but there are many new innovative companies with services and products you have never even heard about.



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and top tips to make your exhibiting life easier:

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