



Trade Show Success

**SANFORD COHEN - PRESIDENT/CEO
DESIGN MARKETING GROUP, INC.
December 9, 2008**



CAI Trade Show Success It's up to you!

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Did you know?

- ❑ 76% of visitors set an agenda before coming to a show.
- ❑ 53% of visitors have buying plans
- ❑ 84% have buying influence
- ❑ Make contact before the show. It gives you the opportunity to be heard above the "noise of the show" and gets you on the "must see" list.

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Pre-Show Marketing

Drive Clients to Your Booth
BEFORE the Show.

- ❑ Send Email or Direct Mail
- ❑ Pre-Show letter or fax
- ❑ Put Show info on your website



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Have you ever wished you had more time for diagnosis and treatment planning?



Generate **More Revenue** for your Practice in **30 Seconds!**

See Us at GNYDM Booth #1629

PreXion 3D

Generate **More Revenue** For Your Practice in **30 Seconds!**



Call Us For An In-Office Demonstration (650) 212-0300
Click Here to Learn More

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Before you go

- Fill out forms completely
- Send forms in by the discount deadlines.



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Before you go

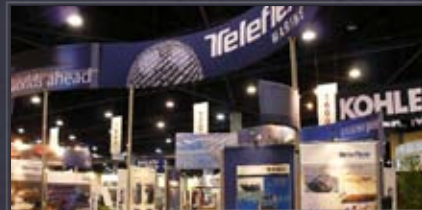
- Make sure crates or cases are packed carefully.
- Make sure crates and cases are labeled properly (don't forget the booth number.)
- Remove old PRO #'s or old labels to minimize the possibility of the shipper losing your booth.



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Attention to detail counts

- Hang Products at Eye Level
- Offer promotional items from your booth
- Make sure your booth is clean and presentable
- Have prices clearly marked (if applicable)



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Attract a Crowd

It doesn't have to be fancy, just get people to crowd around your booth rather than others. If you get them in, you've got them!

- Use an Interactive Display
- A Contest
- Scheduled Demonstration
- Schedule a News Conference



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Attract a Crowd at the CAI Show



Major Sponsorships Available!
8 Vendors will have their logo on all promotional material. Plus, their booth will be highlighted and attendees MUST visit all the major sponsor booths to get their visit "validated" in order to qualify for a prize drawing.

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Attract a Crowd at the CAI Show



Two Types of Prize Giveaways

- ❑ Booth Prizes - Announcements available with CAI Membership
- ❑ Door Prizes - Provided to CAI to award at the end of the show.

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Attract a Crowd at the CAI Show



Mystery Booth Contest

For \$25.00, an exhibitor will be designated as a "Mystery Booth."

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Attract a Crowd at the CAI Show



Attend the Mandatory Exhibitor Meeting

There you will get all of the vital information you will need for the show.

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Build the Impression of Demand

Customers will have a higher interest in your products if they think they're in high demand. Place a strategic sold sign on one or two items in your booth.

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Gimme Some Free Stuff!



Have promotional items that you can use as giveaways at your booth.

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Use a Prize or Contest

A great way to collect contact info from booth visitors!



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Easy to get Information

- Use signs to give information about prices, minimum orders, shipping costs, etc.
- Saves visitors from having to wait and ask when you are busy with other customers.



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Have plenty of promotional material

- ❑ Good supply of color flyers and brochures.
- ❑ This will help visitors find information about your business after the show.
- ❑ Have a press kit prepared for the trade media.



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Be ready to do business

Have a good supply of whatever you need to conduct sales and keep track of people's orders.



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Have someone in your booth at all times

- ❑ Greet Browsers
- ❑ Engage in conversation
- ❑ Answer questions



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Actively engage booth visitors

- ❑ Friendly Body Language
- ❑ Be active in the booth
- ❑ Chat with visitors
- ❑ Always look personally neat and clean
- ❑ Consider unified attire



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Follow up Promptly

Send out email, regular mail, or phone calls to the leads you made at the show.



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Thank you and Good Luck at the CAI Show!

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