



## Seminar Worksheet

Consider the “100 Show Objectives” on the following pages and pick no more than FIVE (less is better) that are most important to you. Rank them in importance. If you have others not listed here, please note them as part of the five.

Bring these to the Seminar with you. You won’t be asked to divulge anything confidential. The intention is to help you focus on your Objectives in exhibiting at your next Trade Show.

### My FIVE Trade Show Objectives, in order of importance are...

- 1. \_\_\_\_\_  
\_\_\_\_\_
  
- 2. \_\_\_\_\_  
\_\_\_\_\_
  
- 3. \_\_\_\_\_  
\_\_\_\_\_
  
- 4. \_\_\_\_\_  
\_\_\_\_\_
  
- 5. \_\_\_\_\_  
\_\_\_\_\_

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## 100 Show Objectives

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- ρ Sell products and services on the show floor
- ρ Gather qualified leads for post show company follow-up
- ρ Introduce new products or services to a market
- ρ Demonstrate new products or services
- ρ Demonstrate new usages of existing products or services
- ρ Give your audience an opportunity to meet the experts
- ρ Give your CEO an opportunity to meet your customers
- ρ Meet your buyers face to face
- ρ Open new markets
- ρ See buyers not usually accessible to sales personnel
- ρ Find the decision makers
- ρ Understand your prospects decision making process
- ρ Support the decision influencers
- ρ Be compared to the competition
- ρ Learn about your competition
- ρ Solve customers problems
- ρ Obtain feedback on new products
- ρ Obtain feedback on existing products
- ρ Conduct market research
- ρ Find dealers, reps and agents
- ρ Educate dealers, reps and agents
- ρ Find personnel
- ρ Educate personnel
- ρ Develop leads for dealer, reps and agents follow-up leads
- ρ Reinforce company image to a market
- ρ Establish a new company image with a market
- ρ Create customer lists
- ρ Support your industry
- ρ Reach your customers at a low cost per call
- ρ Highlight new products and services to the media
- ρ Highlight new company initiatives to the media
- ρ Distribute product samples to your market
- ρ Diffuse customer complaints
- ρ Reinforce your marketing plans
- ρ Distribute product or service information
- ρ Conduct a sales meeting
- ρ Support corporate theme programs
- ρ Introduce a new promotional program
- ρ Introduce anew service
- ρ Educate your customers
- ρ Introduce new techniques
- ρ Re-position your company in a market
- ρ Change the perception of your company in a market
- ρ Expose new employees to an industry
- ρ Learn new industry trends
- ρ Network with colleagues
- ρ Network with industry professionals
- ρ Showcase new products and services
- ρ Establish business relationships with international buyers
- ρ Introduce new products and services
- ρ Support dealers, reps and agents
- ρ Demonstrate your commitment to a market

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- ρ Gather competitive intelligence
- ρ Attend the show functions
- ρ Influence customer attitudes
- ρ Create high ROI opportunities
- ρ Develop strategic relationships
- ρ Find new business opportunities
- ρ Uncover joint venture opportunities
- ρ Unveil licensing opportunities
- ρ Find new business location possibilities
- ρ Determine the effectiveness of marketing and promotion campaigns
- ρ Host special industry hospitality events
- ρ Have company experts showcased at seminars and workshops
- ρ Market research for future product developments
- ρ Introduce new production methods
- ρ Direct influence on decision makers
- ρ Reduces sales costs
- ρ Entertain special customers
- ρ Distribute promotional tools
- ρ Influence industry trends
- ρ Have a portable showroom
- ρ Introduce product uses through audio or video programs a Interact with a highly targeted audience
- ρ Build sales force morale
- ρ Give your prospect an opportunity to experience your product/service
- ρ Open doors for future sales calls
- ρ Understand / uncover your customer's attitudes
- ρ Present live product demonstrations
- ρ Introduce support services
- ρ Give the 'behind the scenes' personnel a chance to meet the customer
- ρ Create a three-dimensional sales presentation
- ρ Introduce community awareness initiatives
- ρ Open foreign markets quickly
- ρ Find other exhibiting opportunities
- ρ Find ways of reducing exhibiting costs
- ρ Developing new marketing techniques
- ρ Creating an image for your company
- ρ Demonstrate non-portable equipment
- ρ Overcome unfavourable publicity
- ρ Publicize company associations
- ρ Explain the effects of corporate changes
- ρ Bring your senior management closer to your customer
- ρ Shorten the buying cycle
- ρ Relate to the competition
- ρ Generate excitement for new products/services
- ρ Increase corporate profitability
- ρ Enhance word-of-mouth market
- ρ Explain new programs
- ρ Round out corporate marketing mix

**Exercise:**

1. Check off those objectives that will give your business the most benefit.
2. Re-examine the list and place an asterisk beside **no more than five** items that are crucial for your business

**The secret of successful exhibiting is staying FOCUSED.**

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