

Tradeshows Provide Excellent Visibility – If You Know How to Leverage Them

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For many companies, attending tradeshows across the country and throughout the year are essential components of their marketing strategy. But most organizations follow the same path they have for years: constructing a creative and costly tradeshow booth, taking several resources out of the offices for a few days and trying to “sell” on the event floor.

While these activities may have worked to drive visibility and sales for a product or service in the past, companies need to become more savvy and leverage more or different opportunities while on the road.

If the tradeshow or conference is essential, a booth might still be critical to demonstrate your product or share your services, however some other ideas might include:

- Researching speaking engagements. Whether or not you are hosting a booth at the tradeshow, always contact the event coordinators to learn about speaking opportunities. Be aware, however, that these speaking activities should not be self promotional but rather focused on the topics/issues important to the audience.
- Tapping into media lists. Take advantage of the tradeshow’s media list (usually only available to booth participants) and schedule meetings during the event with your key business and trade media.
- Attending all networking events. And, if you have several colleagues in attendance with you, make sure to split up, sit at different tables and meet new people - and potential customers!