

EXHIBITION TICKETS MEAN BUSINESS

You may not see your clients face-to-face otherwise.

Every exhibition has companies who have productive shows and others who do not maximize the potential of the event. It is important to **maximize the use of your invitation tickets**.

There is **no charge** for these tickets and **no limit** to the number you may order. These tickets place **your name** in front of your clients and prospects. Here are some **suggestions** for maximizing the results of your participation:

1. Arrange to do a **mailing to your clients and prospects** highlighting your participation and the products/services you will have on display. Send personalized letters and include two or more invitation tickets.
2. Insure that all your **associates and colleagues** **have a supply of invitations** and are encouraged to use them. Leave several tickets behind at each sales call.
3. **Include tickets in all regular correspondence** sent to your client base.
4. Have all of **your sales representatives carry a supply of tickets** with them when visiting customers and prospects. When visiting facilities with a large operations and maintenance staff, suggest leaving a supply for distribution to other prospective attendees (especially at plants or locations within driving distance of the convention center)
5. **Make appointments** at your booth. A trade show is the perfect opportunity for your customers to meet your management and technical experts. It makes everybody feel important and can bring you closer to your clients and prospects.
6. Have your colleagues distribute invitations at **industry and association meetings** they attend during the months prior to the show.
7. **Display tickets in your lobby or reception areas**. Your visitors can pick up invitations when calling on you.
8. **Don't forget your vendors**. They are an integral part of your business and can distribute tickets to prospects you may not have on your mailing list.
9. Be sure to **REMIND YOUR INVITED CLIENTS AND PROSPECTS TO**
BRING THEIR TICKETS with them to the show!
10. **Use e-mail** to inform your customers as well as direct mail.
11. **FOLLOW UP!** The contact for your booth will be e-mailed the attendance list after the show ends. Make sure this information is distributed to your sales and marketing staff for immediate follow-up action. Surprisingly, this is often overlooked.

INVITATIONS MEAN VISITORS

Pay it forward!