

**Conference Call May 19, 2008
Planning Trade & Consumer Shows
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Definition Of A Trade Show

**A show attended by members of a certain trade or business group.
Tow truck owners/operators, for example.**

Definition Of A Consumer Show

A show attended by individuals interested in what the show offers.

Why Do Shows?

- 1. You can connect with a large number of prospects in a few days.**
- 2. You can collect prospects contact information for email marketing and direct response mailings.**
- 3. Gives wider exposure for your business and its name recognition.**
- 4. Sell products online and offline.**

Things To Do Before The Show

- 1. What return on your time and money do you expect? Your Business Plan will guide your expectations and your decisions.**
- 2. Determine your targeted niches and market segments. Any show you consider should support your targeting.**
- 3. Research available shows meeting your targeting. Read their magazines and other media material, online and offline. Learn all you can about attendance, other show exhibitors, years of performance, upscale crowds, buyers verses tire kickers.**
- 4. Learn all you can about the reputation of companies putting on the shows you are considering. Go to the their websites and search online for their business and their shows. How and how well do these companies promote themselves and their shows? Get a list of exhibitors for upcoming and previous shows. Is this show fit for the exhibition of AMSOIL products?**

5. **Consider the exhibit fee in relation to historical attendance. A show costing \$300 with 300 attendees (\$1.0 dollar each) is not as cost efficient as a \$500 show with 25,000 attendees (2 cents each), a better value.**
6. **Set your specific show goals. Sales of products? CA and RA Accounts? Your company recognition and exposure? Building your awareness and gathering mailing and email information?**
7. **Plan to use dual branding for your booth and for your clothers. Dual Branding in this case means your business name and logo along with AMSOIL's logo.**
8. **If you're not sure about a show, don't exhibit that year. Go to the show as an attendee and check it out. If you like it, exhibit next year. If the show fails to meet your objections, you have learned the show is not for you without heavy investment.**
9. **If a show requires liability insurance holding themselves harmless against liability claims, you will be required to obtain such insurance. AMSOIL INC. has arranged for such business insurance. Annual premiums are inexpensive—about \$250. The source for this is Otis-Magie Insurance Company Of Duluth, Minnesota.**
10. **Shows to avoid. Those offering a flea market ambiance, deals, bargains, markdowns and closeouts—or anything else downscale. AMSOIL products are premium products and should not appear at price cutting venues.**
11. **Should you plan to exhibit, you will need to sign a show contract. Pay very close attention to the details and comply on a timely basis.**
12. **After signing the contract, immediately start promoting in advance. Send promotional emails to your email lists a few times. Tell them about the show and you will be exhibiting there. Invite them. Ask the show for free admission tickets. If you get tickets, in your emails offer them for free on a first come, first serve basis.**

Also, feature the show on your website with a link to the show site. Ask for reciprocal links. Use your blog to add more power to this effort. Also use online press releases and contact local radio stations with talk formats. Try to get an on-air interview. If you do, promote yourself and your business—plus AMSOIL products.

- 13. Plan sufficient show staffing. The booth must be attended at all times. Our experience shows that a minimum of two to four people should be there to allow sufficient staff time for meals, rest room visits, and time to talk with prospects. Develop work schedules in advance of the show. Share show expenses according to the hours each person will work.**
- 14. Although we do not support having a meal in the booth, it is wise to bring along water, mouth mints, high quality snack food, protein bars, and nutritional supplements to maintain energy levels.**
- 15. Shows charge ala carte for many things. It varies from show to show. Find out who is responsible for electricity, carpets, tables, Internet access, etc. You may have to pay for some or all of these things, in addition to your show fee, to the show or one of its subcontractors.**
- 16. From the day you sign your show contract, feature the show and your planned participation of it on your website. Ask the show management for permission to have reciprocal links—your website and theirs.**
- 17. Pull out all the tools in your promotional arsenal. Use your blog as well as online and offline press releases. Contact local talk radio stations. Try to get an on air interview. If you get an on air interview, have it recorded and post it up on your website. Promote yourself and your business, as well as AMSOIL INC.**
- 18. If you plan to take product orders at the show, use a laptop and a cell phone. This way, orders can be sent immediately to AMSOIL's Online Store. The customer is immediately linked to you.**
- 19. Get well rested before the show. Talking with the public at a show is exhausting.**

Things To Do At The Show.

- 1. You need to buy or rent a show exhibit booth. You can rent ours for a reasonable fee. Visit this page on our website for details: <http://www.tell-it-well.com/store3.htm>**
- 2. Pre-plan all details before coming to the show. Logistics are important. How to get items to your booth from your vehicle? Know the size of your tables. Table covering, brief attractive table decorations. Literature holders; prospective account sheets and applications for fill-ins if the laptop is busy with another customer. Contest/information gathering: bowl to place contestants' information, enough contest sheets, pens, clipboards to write on. Freebees for kids? Business card holder?**

extra electrical cords (if needed). Have your lanyard identifying you and your business name. Have pens in your pocket and 3x5 cards to write down specifics from conversations as you don't want to forget at the end of a long day.

Healthwise; plan to wear comfortable shoes. You will be ON YOUR FEET most of the day. Be comfortable. Decide on your flooring—carpet or foam flooring to ease legs. Bring aspirin. Food is most expensive at shows—bring what you can.

- 3. Set up your exhibit on time. The Show will specify the details. Make sure in advance that everything is OK for your connections, electricity, cords, carpets, tables, Internet connections, etc. Take a ladder to set up your background display backdrop.**
- 4. Introduce yourselves to other exhibitors. They are another market. Be friendly with other exhibitors. You can build relationships here. Provide them your business card and literature. Good times for this are during setup and breakdown—and before the show opens to the public each day—plus when there is a lull in aisle traffic. Arrive early each morning to “harvest” their business cards. Add them to your followup exhibitor list.**
- 5. Dress appropriately. Wear dual branded clothes (your company and its logo as well as AMSOIL and its logo). Look sharp, neat, attractive and professional.**
- 6. Make sure your booth is neat, attractive and enticing to visitors. Allow no chairs in your booth so you can interact well with visitors. Intercept passers by being gracious and friendly. No clutter or cardboard boxes in your booth. Provide sales literature. Give your business card and try to get theirs. Use a contest to improve co-operation. We have used drawings for a “year's supply” of oil (6 quarts and a filter). No alcohol in the booth and no eating sitdown meals in the booth. No hand made cardboard signs. You need to get away, get off your feet and sit down to eat.**
- 7. If the show has a press room, visit that place. Ask for permission to leave with sales literature and other printed materials. Introduce yourself to reporters and other media folks. Work the media to get your name known.**
- 8. Have a method to “draw” folks into your booth area to collect their business cards and contact information. We used drawings for free products. Interact with the people. Be friendly. Be upbeat. Be smiling. Be memorable in a positive way.**

9. **If the show gives door prizes, be part of that. Have gift bags ready with your products, contact information, website and catalogs. Be announced on the PA (public address) system. Be noticed.**
10. **Work as a TEAM with your customers. If a couple stops by and he seems engaged in conversation about a product, but the wife seems restless and bored, another staff member needs to strike up a conversation with the wife and children. Be courteous and thoughtful. You will be remembered.**
11. **If you are using a laptop and cell phone to place orders and sign up Dealers and Accounts and PCs, be sure to have a backup battery. Always be prepared with a backup plan.**
12. **Take LOTS of PHOTOS. Use these on your website for image building.**

THIS IS SHOW BUSINESS ALL DAY LONG! WEAR SMILES ALL DAY.

Things To Do After The Show

1. **Take down the booth, pack up and leave—after the show, not before. Exhibitors who leave early aren't usually asked back for another year. Remain on good terms with show management.**
2. **Within 10 days after the show, if you've run a contest, advise the winner and arrange for him/her to receive the prize. Email/snail mail other contestants and advise that someone won the prize, but you will stay in contact with them. Keep your promises. Be ethical in all dealings. Integrity is of utmost importance, including at shows.**
3. **Set up a lead follow-up process and follow up on a scheduled basis indefinitely. Email is great for this purpose. If they have asked to opt out and discontinue contact, you should do so. Communicate on a regularly scheduled basis indefinitely to keep them informed.**

If you contact some people personally (by phone, for example) contact them between 7 to 10 times before concluding that the person will not buy. If you give up too soon, some other AMSOIL Dealer might have made the sale you should have had.

4. **Do after the show promotion. Send online press releases out. Add photos of show to your website. Discuss the show and its value on your blog.**
5. **If you determine that a show brought you good exposure and good business leads, be consistent and do the show next year.**

6. **Get to know the show managers and their team members. Build Good relationships with them. This will help you in many ways.**
7. **Get recognized in your niche market by exhibitors, customers and show personnel.**

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