



STAHL'S
TRANSFER EXPRESS[®]

The Custom Transfer People

Tips For Attending Trade Shows



Overview

- Where do I start? – review industry trade shows and events
- How to prepare
- You've arrived! – now what??
- The follow up



Industry trade shows & events

- [Imprinted Sportswear Show \(ISS\)](#)
- [National Business Media \(NBM\)](#)
- [Decorated Apparel Expo \(DAX\)](#)
- [Advertising Specialty Institute \(ASI\)](#)
- [Specialty Graphic Imaging Association \(SGIA\)](#)
- [Embroidery Mart \(NNEP – National Network of Embroidery Professionals\)](#)
- [Promotional Products Association International \(PPAI\)](#)
- 2017 Transfer Express Event Schedule – coming soon!



Preparation

- Travel – book early & save!
- Preregister – many benefits
- Packing – lightly & comfortably
- When does the registration area open?
- Determine when the hall open and closes
- Obtain a show floor map
- Prioritize your show floor route





Before you arrive

Communicate with your customers

- Let them know you are attending an industry trade show
- Show your worth as a retailer by investing time and money on what your customers want
- Inquire what their wants and needs are for new products or services



Attend the trade show with a purpose

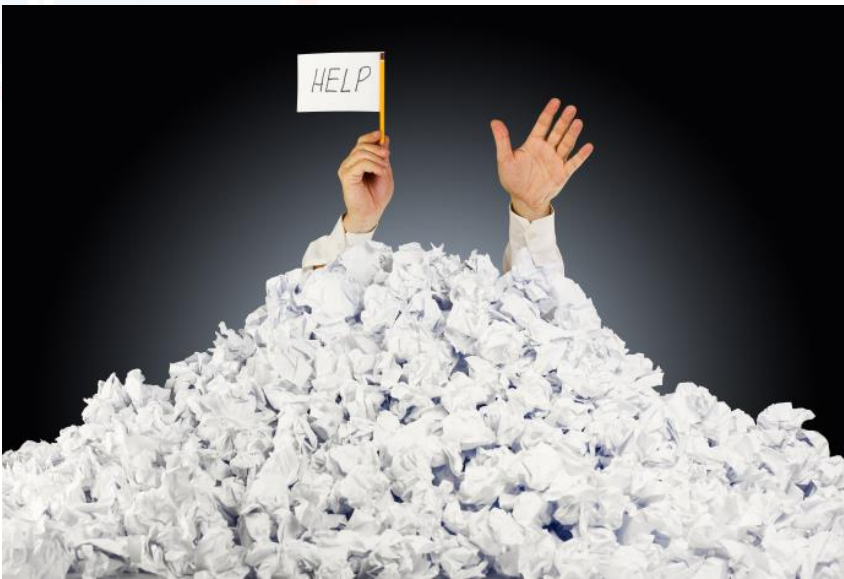
How do you keep your customers happy & loyal?



Knowing what they want!



Before you arrive



Stay organized!

- Know what you need to accomplish – make a list
- Research exhibitors online
- Schedule appointments
- Check out the class schedule
- Bring plenty of business cards
- Keep in mind every booth you visit is going to try to sell you something
- Allow vendors to scan your badge
- Bring a bag or binder to help keep yourself organized*



Asking the right questions

Treat every moment as a learning opportunity

- Can the service or product profit your business?
- Best sellers and why?
- Compare target audiences
- Explain your customers number one issue – solution?
- Customer service, training, education?
- Show specials and promotions



Seminars and classes

Invest in your professional development

- Remember that event guide you grabbed coming in? Use it!
- Explore the unknown
- Most show promoters do not allow selling during classes – real education and helpful information
- After-hour education opportunities = more networking!

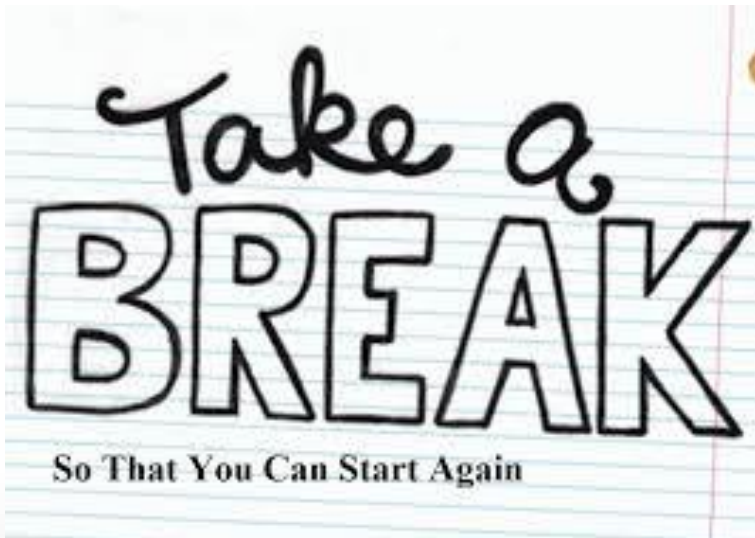


Mingle! What you perceive as your competitors could be a potential business partner.



Take a break!

Information overload!



- Rest, regroup, reorganize
- Bring water
- Convention center food is not cheap



Take pictures

- Ask if you can take pictures
- Marketing ideas
- Product reminders
- Company logos





Post Show...Now what?

- Recap the end of each day & create a simple follow up list
- First day home – go through that bag!
- Expect follow up calls – be prepared
- Give feedback to YOUR customers about what new products or services they can expect in the near future



Conclusion

Go to www.TransferExpress.com/Webinars for a copy of today's webinar slides.

Do you have more questions??

- Email us – info@transferexpress.com
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Thank You for Attending

Next Transfer Express Webinar

- 4P's of Marketing
- Thursday, December 8, 2016
- 2:00 PM

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