



Setting Your Business Up for Success at Trade Shows





Today's Presenter:

Lauren
Kirchmyer

Marketing & Outreach Coordinator

Better Business Bureau of Upstate New York





BEFORE the show

BEFORE

Think of Your Set Up

Handouts, display design, map it out on the floor, examples of your work, etc.



Be Social

Promote your attendance on social media, emails, in store, at visits, etc.



Promote Your Accreditation

Find ways to tell people at the show that you're Accredited with BBB or a trade organization





DURING the show

DURING



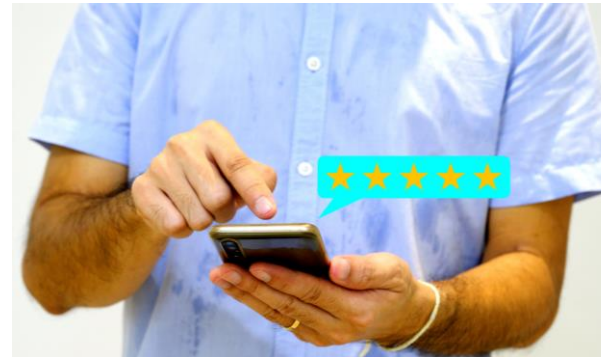
- Show off your Accredited Business seal
- Watch what you eat at your booth
- Don't be too pushy, but take initiative
- Staff your booth with knowledgeable employees
- Don't be on your phone unless it's important
- Connect with other vendors
- Share posts to social media
- Really *listen* to those who stop by your booth



AFTER the show

AFTER

- Honor your promises made at the show
- Follow up with potential customers
- Ask for reviews (Your Reviews app)
- Share our photo of your booth from the show





Booth Examples:
Promoting your Accreditation



Neptune Soft Water, Inc.
March 25, 2019 · 🌐

Home and Garden Show at the Expo Center NY State Fair Grounds
March 2019




Better Business Bureau of Upstate New York
March 15, 2019 · 🌐

[Neptune Soft Water, Inc.](#)

👍 4

Kelly Stupp Barry
May 22, 2019 · 🌐

Proud to have an A+ RATING on the BBB. Way to go [Barry Best Team!](#)
30 YEARS in a row!!!!



Better Business Bureau of Upstate New York
March 15, 2019 · 🌐

[Barry Best Seamless Gutters](#)

Northern Lights Chiropractic
May 4, 2019 · 🌐

We are here at the Home Show until 7 PM and tomorrow 10 - 3 PM! Get your spine checked and be entered to win a Tablet or a NutriBullet! 💙



Better Business Bureau of Upstate New York
May 4, 2019 · 🌐

Northern Lights Chiropractic

Social Media Examples:
Promoting your Attendance/Accreditation



Q & A



BBB.org
800-828-5000
lkirchmyer@upstatenybbb.org