

Trade Show Thought Starters

Doing a trade show? Know that Haworth corporate has some advice and resources that should help you have the best experience. Consider this framework for your best face to market ...

Recommended items for your booth:

- A vertical pop-up banner and a hanging horizontal banner. Depending on your space, one can suffice. Freestanding pop-up banners include 4 designs with 3 color options available [here](#).
- A handout with general information about Haworth. A customizable tri-fold piece available [here](#).
- Computer/T.V. screen - Scrolling animation for screens/computers can be found on [SourceBook](#) > Spaces > Presentations.
- Giveaways – Options available through [Brandworks](#)
- Lead generation (usually available from the conference but you can also collect business cards)
- A beautiful branded booth layout – idea starters are below. For 2009/2010, the products that should be featured are:
 - LIM™
 - Planes® height adjustable table
 - Zody®/ Zody with headrest
 - Very®
 - BRAZO®
 - Castelli® for Haworth
 - TecCrete® floors
- OWS layer tool ([sales aid item # 0208](#)) - use this as a conversation piece that can be given to key clients, but not as a general handout.

Images of these items are available below. A quick link to all tradeshow thought starter items - http://brandworks.haworth.com/provides/graphics_signage/tradeshow/. Everything can be easily customized to include dealerships' logo.

Pop-up banner



5 ft hanging banner

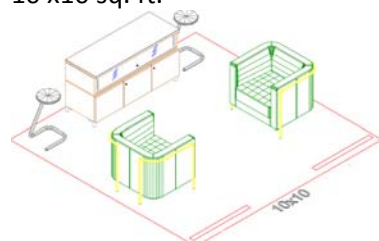


Handout

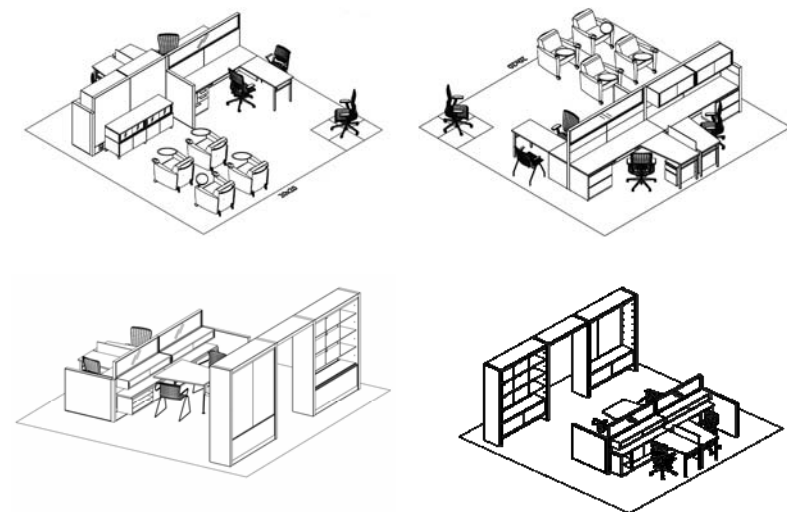


Ideastarters

10 x10 sq. ft.



20x20 sq. ft.



Additional trade show considerations:

- Go to the trade show's website and familiarize yourself with the exhibitor guide.
- Reserve a booth location as early as you can – this usually guarantees better positioning.
- Register all members attending the show as “exhibitors.” Double check how many exhibitor passes you receive as an exhibitor and check to see if you have free passes for clients as well.
- Carpet – Check if the convention provides carpet for your booth, if they do, ask for images of color and spec. If they do not provide carpet, don't forget to order some.
- Drayage – This includes unloading and delivering product to your booth, storing empty crates and picking up crates from booth when completed. Make sure you add the cost of drayage to your budget.
- Installation – Check what the labor laws are for your convention. You may have to hire a certain number of union workers for the install process.
- Electrical - Remember to order electrical for your booth if you have any lights or animations running. Also, double check where the electrical will be coming from in order to properly position furniture as many conventions do not allow you to cover extension cords. (Eye sore!)
- Lead Generation – think about how you may want to gather the leads that you meet during the show. Many conventions offer you to rent a scanner, or you may find gathering business cards works as well. * Hint: Benefit of lead scanner is that you receive all your leads consolidated with email/ mailing addresses within 24 hours of the show. This allows you to quickly follow up with all potential clients. A contest works well too (for example, giving away a LIM light.)
- Always follow up with your leads after the show. An email with a “thank you for visiting us” is always appropriate along with a phone call. Remember, tradeshow are all about meeting new business.

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