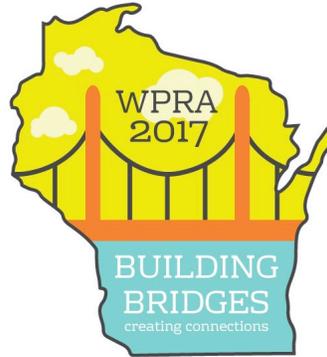


WPRA FOCUS on Commercial Members

2017 Annual Conference & Trade Show



Kalahari Resort & Convention Center
Wisconsin Dells, WI
November 8, 2017

How to Be Successful at the 2017 Trade Show

Why are certain companies consistently successful at the annual **WPRA Trade Show**? They understand and practice the processes of targeting and follow-up. You too can increase your return on investment by utilizing the same secrets that successful companies want to keep hidden from their competitors.

1. Understand the “real” reasons you are participating in the trade show

You can use a trade show for many purposes. You may want to introduce a new product or service, announce updates of classic products that better serve the WPRA agency members, search for new prospects, scope out the competition or perform market research. Successful companies realize that they can only focus on one or two issues per trade show. They make easy-to-understand offers with which targeted clients and prospects can immediately identify.

2. Plan for the WPRA attendees

One main reason a company will fail to have a positive return on their investment from the WPRA Trade Show is because they expect to talk with all of the attendees who walk past their booth. They are not clear who their best prospects are, how to identify them or how to quickly qualify their purchasing needs. These companies have the “yank them in” mentality. They want volume, and waste time with poor prospects while the solid gold prospect gets frustrated and leaves.

3. Pre-invite targeted WPRA agency members/customers

Once you know what products or services you are featuring at the show, you can contact the appropriate WPRA members and invite them to visit your booth to give them a special preview of your offer. All WPRA commercial members receive the annual membership directory, so the comprehensive listing of agency members is clearly identified. This is an excellent opportunity to cross-sell your existing customers and ask them for referrals. Successful companies realize that existing clients are a fantastic source for increasing sales, without the investment in time that developing new clients require.

4. Give them reason to visit you

If you use candy and gimmicks to attract people, you will get people with sweet tooth's who like gimmicks, not good prospects who want what you have to offer.

The real reason must be clearly stated and benefit-oriented to the customer or prospect. They do not care if you have the latest or greatest product or service, they want to know how their park and recreation agency will benefit from it. Unsuccessful companies (generally 90% of exhibitors) spend a great deal of time and money telling everyone who will listen how great they are and how good their service is. The 10% of companies who are successful focus on the benefits to the park and recreation agency.

5. Don't waste their time (or yours) at the show

Use the brief time you have with a prospect to ask them questions about their park and recreation agency and qualify them. Practice with your colleagues so that you will be able to determine if the booth visitors are appropriate prospects within 30 seconds. If not, practice thanking them for stopping by and excuse yourself.

If you determine that they are a good prospect that will benefit from your offer, ask for permission to contact them the week after the show. Make an appointment for a phone call. Keep that appointment. You will be the only person who does, and they will be impressed with your professionalism. Use that phone call to further qualify and set up a meeting or demonstration. Don't forget, ALL WPRA commercial members now receive a printed listing of all delegates in attendance at the Trade Show, along with their contact information.

6. Do not plan to give demonstrations at your booth.

While it is appropriate to have your equipment or materials at the booth, it is not the place to give in-depth product demonstrations. If you want to have the ability to give a 10, 20 or 30-minute demo, see if you can rent a separate room and set up a quiet place (with refreshments) so that your customer or prospect gets your full attention (and you get theirs). They will love and remember the VIP treatment.

7. Follow-up, follow-up, follow-up!

You will dramatically improve your return on your trade show investment simply by staying in touch with the WPRA agency members and prospects you have qualified at your booth. Most companies incorrectly assume that the prospect will remember them when they are ready to buy. If you stay in touch with them regularly with informative direct mail, emails and personal calls, they will automatically think of you when the time is right.

These seven secrets are the keys to increasing the return on your trade show investment. Successful companies understand that it is necessary to involve all of their staff in the preparation, execution and follow-up procedures discussed here. Growing the profitability of your company can be assured when all of your team members understand the goals and can contribute effectively.

WPRA Commercial Members can NOW register online for the *"52nd Annual Trade Show"* at the Kalahari Resort Trade Show Complex by going to the WPRA website at www.wpraweb.org Click on the COMMERCIAL/VENDOR category and then the 2017 Exhibitor Registration...you will be able to view the Trade Show booths taken to date, as well as to register!