

# Beginner's Guide to Trade Shows



## 1 How to choose your trade show

- Research the show and identify your key markets.
- Develop a marketing and promotional plan.
- Identify trade and consumer shows that match your client profile with the assistance of Fáilte Ireland's website: [www.failteireland.ie/Developing-Markets/Home-and-Overseas-Promotions](http://www.failteireland.ie/Developing-Markets/Home-and-Overseas-Promotions)
- Then decide does this show complement your promotional plan.
- Make contact with Trade Services in Fáilte Ireland should you require further assistance.

## 2 Budget

- Ensure the selected shows you choose are within your promotional budget.
- Think outside the box! Don't always assume the largest shows are right for you.

## 3 Once you've selected your shows...what next?

- Communicate your intention to attend the show as far in advance as possible by filling out the Fáilte Ireland 'Trade Show Preference Form'.
- Make payment immediately to secure your place and ensure you are included in the show catalogue.

## 4 What to do once your place has been confirmed...

- Compile a database of contacts prior to the show for networking.
- Contact the Tourism Ireland office to plan sales calls and meetings around attendance at the show.
- Leave plenty of time to ship brochures. Make sure all material is clearly labelled. Check mailing requirements with Fáilte Ireland.
- Access to a wireless network is strongly advised to ensure constant contact is maintained with potential customers.

## 5 After the show

- Update your database and follow up on correspondence from business cards collected. Bring a copy of the show manual or get access to the attendee list.
- Evaluate how this show has impacted on potential business. Is it worth doing again? Would you change your approach for the next show?
- Remember, feedback is important – return questionnaires to Fáilte Ireland.

