



Hopefully, by now you've met with your sales and marketing teams, completed the Define Your Outcomes planning exercise, and have your top three exhibiting goals and written action plans for the TML Annual Conference and Exhibition. If so, you have put yourself in the top 20 percent of exhibitors!

While branding, visibility and awareness are core benefits of exhibiting, the real payoff will come from getting face-to-face contact with enough of the right people during the show.

CRITICAL SUCCESS FACTOR #2: IDENTIFY AND ATTRACT YOUR IDEAL VISITORS

When it comes to tradeshow, it's important to understand two things:

1. You have a limited amount of capacity for face-to-face interaction.
2. Not every person attending the Conference is the right person for you.

The principle of **selective attraction** is one of the most important things you need in order to address and execute an effective exhibit. You do not want to just rent space, show up, and hope the right people find you. Here are three important questions you and your team need to give thoughtful answers to and act on:

1. Who are the right people for you?

- Relationship with company: customers/prospects in sales funnel/new contacts/other

- Industry

- Job functions and titles

- Geography

- Other

2. What specifically are you going to do between now and showtime to make sure your company is on their mind and agenda?

- What list sources will you use? Consider internal and external sources.
- What is your message or reason why they should visit you?
- What will they SEE – DO – LEARN – GET by visiting your booth?
- What media will you use and when?
 - Pre and At-Show: email, social media, direct mail, phone calls, print ads, web ads, public relations, banners/signs, mobile app
 - In-Booth: literature, giveaways

3. Create a marketing calendar to help you manage your marketing program.

Example:

Media	Subject/Message	Product/Service	Send Date	Cost
Email 1	Learn how to solve...	Product 1	8 weeks prior	\$
Postcard	Free sample of our new...	Product 1	6 weeks prior	
Email 2	See our new widget in action..	Product 2	4 weeks prior	
Facebook	Operate our new widget...	Product 2	4 weeks prior	

Visit the [TML Exhibitor Academy](#) for additional tools and resources.

Questions? Contact exhibits@tml.org