



**TAYLOR**

# Experience Trade Show Success

Insider tips to maximize your trade show results



## The Power of Trade Shows

Although social media marketing is a powerful tool, it can't match face-to-face interactions. Customers want to engage with you and your products in a meaningful way, especially if your products are new to the market.

Trade shows put your brand front and center with buyers and potential customers in a short amount of time. Attendees can see and touch the product, and you can demonstrate special features. Plus, more than 80% of attendees have purchasing power — making a trade show the perfect opportunity to generate leads and even immediate sales.

Preparing for a trade show can be time consuming and a test of your project management skills. However, with careful planning, the right execution partner, and the ability to think of trade shows from pre-show, during and post-show viewpoints, it is possible to pull off a successful trade show without ignoring your day job.

92%

92% of trade show attendees are looking for **new products to purchase**.

78%

Trade shows draw a national audience, with 78% of attendees **traveling more than 400 miles** to participate.

**SOURCES**  
Research statistics courtesy of Promotional Products Association International. Go to [www.ppai.org](http://www.ppai.org).

## Why Promotional Items are Vital to Trade Show Success

Speaking with attendees and providing promotional items can increase your brand's perceived value and advertising effectiveness.

60%

60% of **consumers have received a promo item** from a business or at a trade show.

83%

83% of consumers **like receiving promo items**.

48%

48% of consumers would **like to receive promotional items more often**.

72%

71.6% of attendees **remember the name of the company** that gave them a promotional item.

70%

Nearly 70% of attendees will **pick up a promotional item** if they think it's useful.





### Pre-Show

Trade show success begins weeks before the event. It's important to clarify and document the team's goals, objectives, tactics and lead-tracking plans well in advance. Each focus area should be quantifiable, timely and realistic.

Choosing the right partner is an essential step in managing your trade show experience and achieving the greatest return on investment. Taylor can help you:

- Design an inviting, eye-catching booth
- Identify the perfect promotional items
- Develop a pre-show communication plan to drive traffic

### Booth Location

Consider paying extra for a well-located booth to increase traffic and brand awareness.

### Booth Design

Differentiate your booth with customized banners, tablecovers and other eye-catching elements that showcase your company's identity and personality.

### Travel Logistics

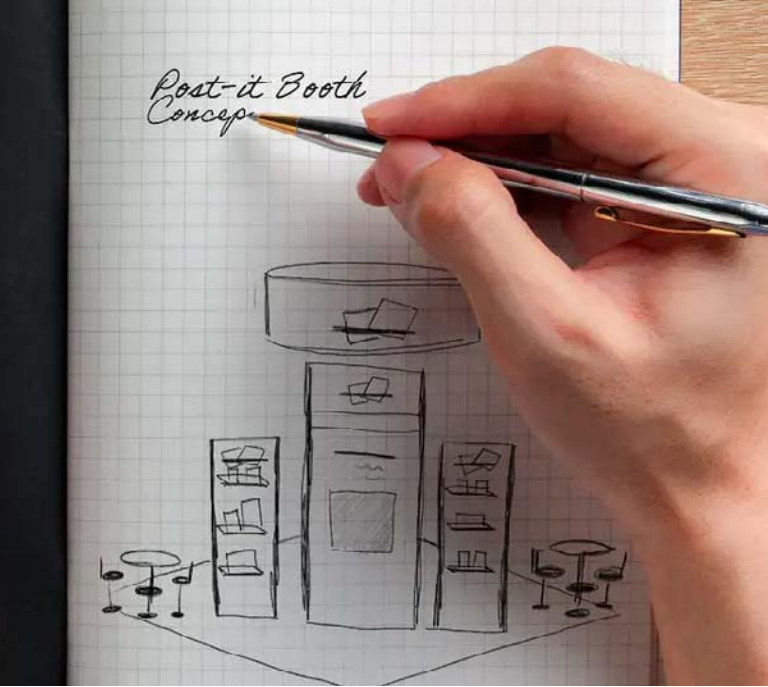
Double-check all travel and accommodation details to avoid snags and save time.

### Booth Personnel

Pinpoint your best employees to speak confidently and knowledgeably about your brand, as well as answer any questions. They should be aware of your trade show goals, the products you want to highlight and your brand's primary messaging.

### Traffic-Building Strategy

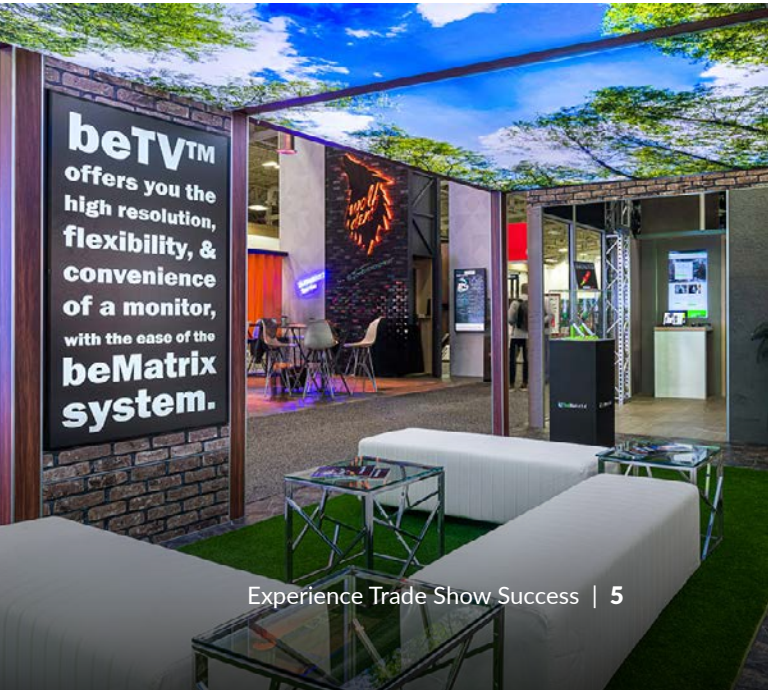
Consider offering a product or service discount to any attendees who stop by your booth or who interact on social media using your customized hashtag. Giving out relevant promotional products and branded snacks and drinks can also draw more traffic.



Case Study

### Driving Traffic Through Promo

Taylor enjoyed a 10% boost over the previous year's trade show traffic thanks to an innovative promotional offer. Attendees were emailed prior to the show with an opportunity to receive a free, customized phone case. The email provided a coupon code to use in an online store, as well as a booth number to pick up the order at the show.







## During Show

Make engagement a priority while at the event. Convey your experiences, welcome all feedback and really listen to what your attendees share. Providing time-sensitive offers can help break the ice and build excitement. Consider hiring a comedian, singer or other entertainer to draw attention to your booth.

### Passive Engagement

Coordinate a handful of friendly, experienced booth workers to speak with attendees and answer questions. Some attendees will seek face-to-face contact while others will appreciate videos, pamphlets and other media to learn more about your company and products. Keep videos short, simple and memorable and share them on social media for non-attendees to see.

### Promotional Strategy

To encourage at-show purchases, offer a discount and make sure the details are easily visible for attendees. Draw a crowd with contests, drawings or performers. Have attendees fill out a contact form and/or give their business card to enter the promotion so you can capture their email and phone numbers. Incorporate social media into your strategy by inviting people to check in at your booth and then engaging with them on social media platforms.

### Draw and Experience

Most attendees walk an average of eight hours per trade show and will welcome a quick break for branded snacks and drinks. Place your branded treats in the center of the booth so attendees see more of your display. Be ready to share industry trends, Top 5 lists and new product information with anyone who approaches.

### Promotional Products

Promotional items are a big hit at trade shows, particularly if they're relevant and long-lasting. Keep in mind that 78% of trade show attendees travel more than 400 miles to be at a trade show and may include parents, aunts and uncles. Providing kid-friendly toys and children's T-shirts enables your attendees to bring souvenirs back to young ones.

### After Hours

Take advantage of the hours *after* the trade show floor closes. After-hours activities, such as happy hours and dinners, are just as critical to making lasting connections as the show itself. Customers, prospects and partners are all in the same location, so it's the perfect setting to socialize, connect and explore potential deals and partnerships.







## Post-Show

After weeks of planning and effort, it's natural to take a deep breath post-show. However, achieving a strong ROI depends on your follow-up plan for leads and prospects. A follow-up can be anything from a handwritten note or personal email to a social media post or LinkedIn invitation to connect. But don't just follow up — add value. Answer questions that were posed at the show or share some work examples they may find valuable. Be careful not to overwhelm contacts with emails, but don't remain silent either. Create a schedule of when to make contact and stick to it.

## Trade Show Promo

Here are some promo ideas to consider for your next trade show.

### Pre-Show

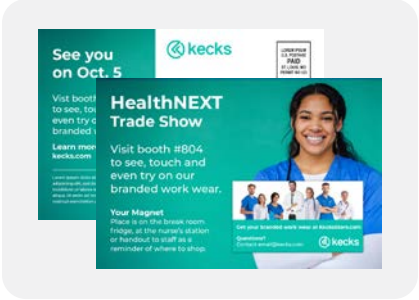
Before the show, send out invitations or functional branded items for use at the show.



Portable charger



Lanyard



Invite with magnet

### During Show

Booth signage and fixtures, as well as handouts for brand retention, are necessities during the show.



Lip balm with clip



Care kit



Booth signage

### Post-Show

After the event, re-engage warm leads and sales-ready prospects with branded gift items.



Journal and pen gift set



Air plant to grow your business



Message board



# Attend Trade Shows With Confidence

Gain a competitive advantage at trade shows.  
Contact Taylor to make your next event unforgettable.

**TAYLOR**

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