



Six Tips for Planning a Successful Trade Show

By Darlene Lyons

Planning and executing a successful trade show can be a very daunting task. Here are six profit-making tips that will make your life, and job, easier!

1. Plan Ahead

Most exhibitors plan their trade show presence (and budgets) a year in advance. They know that well-planned events are most likely to be well attended.

2. Create a "Working Budget"

Your "working budget" *must have* a variance column so you can see where you are at with regards to your goals at all times.

3. Get Multiple Bids

Obtaining multiple bids on your trade show services helps drive down costs and also assists in acquiring various ideas for traffic patterns.

4. Build Sponsor Packages

Couple your sponsor packages with the prime booth space to maximize your show revenues. *(Example: Combine premium booth space with premier placement in your show magazine and/or in the pre-show mailers)*

5. Offer Sponsor Packages for Food and Beverage Functions

Obtaining these sponsorships allows you to advertise *free* foods/beverages which *always* drives attendance to the trade show floor.

6. Be Creative!

Use games, entertainers, music, costumes, fun foods, multimedia and more to create a fun experience for the attendees and set the stage for lots of contacts for your exhibitors.

~Written by Darlene Lyons. © 2004

Darlene is President of Broker Agent Speakers Bureau (BASB), the nation's leading real estate speakers' bureau. For more helpful information, visit www.BrokerAgentSpeakers.com. Darlene also owns and operates EzEvents, the #1 real estate event management company in the country. Visit www.EzEvents.net.

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