

Bianchi PR Tipsheet #7

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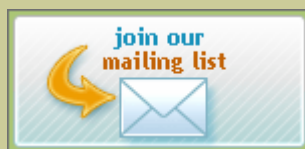
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→ How to Increase Your ROI at a Trade Show

Trade shows provide a great venue for companies to network, premiere and promote their products and most importantly, connect with media. But just exhibiting at a trade show doesn't guarantee you visits (or media coverage) by trade press. You have to work it.

It's amazing to see a company spend thousands of dollars to design, build, ship, set up and staff a trade show booth ... and then do next to nothing to bring media to the display.

Instead, wouldn't it be worthwhile to:

-- **Spend some effort** to invite the press, engage them in interviews and demonstrations and have them help you reinforce your message ... with stories that will appear online or in a magazine or a newspaper during or after the show?


-- **Extend the reach** and frequency of your message to the thousands of customers and prospects who couldn't attend the show?

-- **Earn media coverage** that supports and adds credibility to your advertising?

-- **Validate your prospects' and customers' enthusiasm** for your company as they read about your products in a publication they trust and respect?

PR support at a trade show simply helps **maximize** your program's **return on investment**. And best of all, it doesn't take a rocket scientist to do it. Here are some basics:

1. Reach out to media **several weeks before the show**, letting them know what you'll be offering at the booth in terms of product introductions and demonstrations, technical experts and executives available for interviews, insights/perspectives on industry trends or issues.
2. **Follow-up with key reporters** a week or two before the show to lock down interviews or demonstration appointments.
3. Prepare **press materials** to distribute from the booth when you meet reporters face-to-face. Memory sticks allow you to store a lot of information and images, yet are easy for reporters to carry with them.



4. Have your PR expert "troll" the exhibit floor and hallways during the show to **pitch reporters on the spot**. Don't wait for them to come to you. But don't encroach upon their refuge -- the media center.

5. Follow-up with media after the show, making sure their **questions are answered** and their **photo needs are handled**.

Have further questions or need help with an upcoming trade show? Contact us at 248-269-1122 or bianchipr@bianchpr.com.

