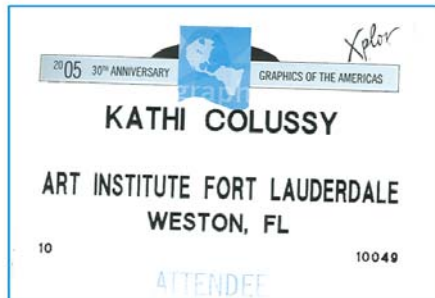


Chapter 6 Goodies CD> Steps for How-to Attend a Trade Show



1. The best place to start is to visit the website for the show you are interested in attending.
2. Log on to www.GraphicsoftheAmericas.com
3. Tour the site and determine the following:
 - a. Who is sponsoring the show?
 - b. What types of vendors who will be exhibiting?
 - c. Who should consider attending this event?
 - d. What kinds of products and services can you expect to find if you attend?
 - e. Are there any seminars being offered that interest you? If so what are they? Are any there fees you need to pay to attend the show?
 - f. Would this be something you would likely want to attend and why?
4. Determine if there are any special arrangements or agreements for travel.

- a. Are there local hotels, airlines or rent-a-car companies that have special agreements for visitors/attendees?
 - b. **Hint*** call or go online for both the hotel, airline and car rental and compare prices. Are these the best prices for you? With the plethora of online travel services sometimes it maybe worth the while to compare prices. However, usually you will find that rooms for these events book up fast and being centrally located to an event can off-set a small saving if you choose to book on your own. But it never hurts to ask or search for a better deal---you never know!
- 5. Determine if there is an entrance fee and what kinds of ID or credentials are required to attend.
 - 6. If you are a student can you attend? Is there a discounted fee for students?
 - 7. Is there a toll-free number in case you have questions?

Make your notes here: _____

What should you do the week before the show?

It is almost time to travel. What should you do to be better prepared?

1. We suggest you go back online to the show's URL look for the vendor section of the site.
2. Try to predetermine which booth you want to visit. Place a ranking order on what you want to see.
3. Print out the information and evaluate who you want to see and why.
4. Make a list of the vendors and the numbers of their booths.
5. Visit the companies you wish to see onsite online. Determine who will be there at the show and see if the company has any "virtual" promotional materials for you to preview---print those out and see what questions may be answered from the web. Sometimes these answers are all you need to know and you maybe able to re-prioritize your stops. Sometimes answers lead to more questions. So make the time to pre-visit a tradeshow online!
6. Write down your questions beforehand and bring them with you to the show.
7. If appropriate you can even call the company to find out how prominent presence they intend to have at the show. I know from experience that I had wanted to visit a certain company to view firsthand their latest equipment only to find out it would not be at the show I was attending.
8. Determine if there are any incentives to placing an order or buying at the show, if you are a serious buyer.