



Timaru Home and Lifestyle Show  
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# How to Prepare a Successful Home Show Exhibition

## 1. Set your objectives.

Why do you want to exhibit? This is the most important step. Work out the why?

Think about these things:

- How does the show fit in with your overall business and marketing programme?
- Who are you targeting?
- What are your selling and your non-selling goals?



|                     | Selling Goals  | Non-Selling Goals  |
|---------------------|--|--|
| Existing Customers  | <ul style="list-style-type: none"> <li>▪ Maintain /Develop Relationships</li> <li>▪ Feedback – remedy service problems</li> <li>▪ Stimulate add-on sales</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Connect with and qualify prospects</li> <li>▪ Determine needs/opportunities</li> <li>▪ Communicate key messages (e.g. sales catalogs, demonstrations etc)</li> <li>▪ Commit to callback or sale</li> </ul>            |
| Potential Customers | <ul style="list-style-type: none"> <li>▪ Maintain Image - (if you're not there is it seen as a negative by existing customers)</li> <li>▪ Introduce new products or services</li> <li>▪ Test/Sample Products</li> <li>▪ Gather competitive intelligence</li> <li>▪ Widen exposure</li> </ul> | <ul style="list-style-type: none"> <li>▪ Connect with prospects</li> <li>▪ Foster image building</li> <li>▪ Introduce new products or services</li> <li>▪ Test/Sample Products</li> <li>▪ Gather competitive intelligence</li> <li>▪ Widen exposure</li> </ul> |

## 2. Set a budget.

Include:

- Stand Fees
- Personnel Costs including travel and accommodation if applicable.
- Transportation/Insurance/Packing/ Stand Design and Manufacture.
- Samples/Literature/Giveaways.
- Any leverage costs – -pre and post sales marketing.



## 3. Book Early

Get your preferred stand location and any early booking discounts. Also, can contribute to things like the speaking/seminar programme?



## 4. Communication

Communication with your existing and prospective customers that you will be attending:

- Newsletters, email, social media.
- If you have a speaking/seminar spot promote this.



## 5. Be prepared to network and get noticed at the show

Look at who else will be there. This way, you can check on your competitors, as well as potential business partners you want to deal with (suppliers, distributors).



## 6. Get Noticed

Think about how you'll create a display to showcase your business. Think how this can be interactive. The more involved your audience is, the better.



## 7. Choose your staff and train them well

Pick the best of your team for the trade show – outgoing, motivated, knowledgeable about your customers and your products. Train them, clearly explain the objectives and your programme. Your team is your best store front: the more comfortable they are, the more efficient they will be.



## 8. Do product demonstrations

Can you show a glimpse of your business? Do not hesitate to display your products and distribute samples to visitors. Prepare goodies for the occasion: keep in mind brand awareness, and make sure that customers will remember your company. The more you distribute meaningful, useful, fun and interesting products with your brand's name, the more visibility you will get.



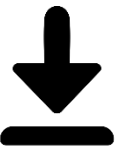
## 9. Network and Measure

Speak and engage with as many people as possible. Keep records of customer and prospect contact. Commit to follow up action.



## 10. Always follow up

React fast. Contact within 48 hours. Personalise communications. Keep all the contact details and update your databases. It is super important to do it while everyone still remembers each other. A good trade show bears fruit quickly, but you need to react fast.



## 11. Hold a Debrief and plan the next show

Measure your success against your objectives. Did you realise your Return on Investment? What things would you change for the next show? Update your plans and book the next show.



**INTERESTED IN  
EXHIBITING?**

CONTACT CHRIS NOW

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Email or call Chris now to  
plan your exhibition experience  
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