

# TRADE SHOW SECRETS

## Marketing Costs

Highest: Trade Shows

Lowest: Blogs & Social Media

(Companies spent 9% of marketing budget on social media in 2009, 17% in 2011)

## Trade Shows (Industry versus Inventor)

### Inventor Trade Shows

Low cost

Early stage products

Attendees (inventors, product scouts, inventors, service providers, media, general public)

Taste of exhibiting and practice presenting

Learning opportunities

Secrets to Success: What's in it for me? Am I ready? What are my goals? Attend vs exhibit? Budget? What are my strengths and where do I need assistance (pre-, during, and post-show)?

### Industry Trade Shows

High cost

Market ready products

Attendees (production quantity manufacturers, licensees, buyers, distributors, retailers/wholesalers, reps, sometimes the general public)

Learning opportunities specific to the industry

Competitive product companies (exhibiting and walking the floor)

New Product areas

Best booth traffic

Many advertising and promotional opportunities

Media Center – Media Kits

Secrets to Success: What's in it for me? Am I ready? What are my goals?

Attend vs exhibit? Budget? What are my strengths and where do I need assistance (pre-, during, and post-show)?

**All shows require professional marketing materials and a polished presentation of self and product!!!**

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