

Senior Market Advisor expo

AUGUST 25-27, 2010

MANDALAY BAY | LAS VEGAS, NV

presented by: **Advisor**^{Senior Market}

EXPO TIPS

MAXIMIZE YOUR EXPO INVESTMENT BY FOLLOWING SOME SUGGESTED EXPO TIPS:

GET YOUR NAME & BOOTH # OUT BEFORE THE SHOW

Research has discovered that attendees welcome direct mail and email marketing from exhibiting companies, and that pre-show marketing influences which booths they'll visit. (Source: Incomm Center for Research & Sales Training)

- Use Senior Market Advisor Expo's press release template, email template and VIP passes to drive your customers and prospects to your booth.

DECIDE WHAT TO SHOW OFF

75% of people going to shows are looking for something new—so focus on your most exciting products and services.

DECIDE WHAT YOU WANT TO ACCOMPLISH; MAKE GOALS MEASURABLE

Trade shows provide a good venue for many activities including:

- Introduce new or enhanced products to the market
- Distribute surveys to develop better market understanding
- Make strategic or key personnel announcements
- Bring together key players on the sales staff for networking, training and moral boost
- Build your contact list

MAKE SURE LITERATURE HAS APPROPRIATE MESSAGING

- Prepare special brochures or fliers that speak directly to attendees
- Offer special terms or discounts for Senior Market Advisor Expo attendees
- Know the demographics of Senior Market Advisor Expo attendees and tailor messaging appropriately

CAPTURE BUSINESS CARDS

Business cards can be your single best lead gathering tool. Set up a drawing to provide an incentive to attendees. Give away everything from sales toolkits, software trials, even a drawing for a grand prize.

FOLLOW UP

Before you go to the show, decide what to do with the leads you generate and stand by your plan. Separate leads as they come in, so they're already sorted when you get back. Divide into prospects into categories with this easy process:

- Hot prospects
- Prospects to re-contact in 60 days
- Place on mailing list

Call Today to Secure your Spot!

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