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## Marketing At Trade Shows Not Just About New Products

by Susan Friedmann, Category: [Event Marketing for Exhibitors](#)

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Sometimes an exhibitor may not have new products to showcase when they are at a trade show. In this case, new methods of trade show marketing for exhibitors must be used instead.

While roughly three-quarters of trade show attendees go to trade shows to see what is new on the market, this does not mean it is a waste of time for an exhibitor to go if they have nothing new. In fact, this just provides a new opportunity to show why the old product can compete with the new competition, and why the attendees should still see what you have to offer.

To do proper trade show marketing for exhibitors when there are no new products to show, just follow these tips.

First, since you are showing a product that the attendee may already know about, you should focus on the great features your product has. This will allow you to show features that may be more obscure, rather than the features the attendees may already know about. By demonstrating things that offer value to potential customers, you could create a customer-for-life. Use this as an opportunity to offer tutorials for customers who have questions about your products.

You may not have something new to show the attendees of the trade show, but in a few months you may. Try and push the fact that in the future, a new product is coming out. It could create enough buzz to get people anticipating buying the new product in the future.

Too often exhibitors at trade shows focus only on the product, but not on service or the people at the trade show. Not having a new product or service to show people attending the trade show means you have the opportunity to show them the excellent service you can offer them, while you learn something from the clients who are visiting the exhibit.

Trade show exhibits do not have to only be about the new and the bold. It can also be a time when a company or exhibitor shows products and services that the attendees may already own but have questions about. It also presents exhibitors the chance to showcase the company behind the product, giving attendees a new appreciation for its service to them. Trade show marketing for exhibitors does not just have to be about new products, it is about good service and learning from customers.