

# Helpful Hints for Planning Your Trade Show

Let us know how we can assist you in your upcoming trade shows. Contact Jody Holbrook (Volvo Trade Show Specialists) at 828-650-2055 early in your planning process.

## Trade Show Time Line:

### 180 DAYS

Determine participation at least six months before show is scheduled

- Select your trade show coordinator at your dealership
- Determine if machines will be displayed at each show
- Determine size of booth needed to support your display and/or machines
- Know your total budget for *each* show
- Select booth location and sign contract for show
  - Review show's floor plan very carefully
  - Booth location is one of the main keys to your success at a show
  - Return signed contract with deposit by show deadlines to avoid paying more per square foot for your space

**Budget –Create your line item budget, to track your expenses for each show**

Example of items to be considered:

- Booth space
- Electrical
- Carpet (always order carpet - sends the wrong message if you don't have floor covering)
- Labor, if applicable
- Display rental items, if needed
- Graphics
- Machine transportation costs to and from show
- Machine cleaning costs
- Staff hotel, if applicable
- Staff uniforms (shirts/pants)—it's very important that your staff wear the same color
- Miscellaneous expenses

### 60 DAYS

- Order all Show services/items: electrical, carpet, displays, lead system, etc. Be sure to check for early bird order submission, to save money
- Check with show organizers to confirm machine move-in and move-out (know your show's staging area)
- Make sure machine attachments are ordered for machines
- Contact your Volvo District Business Manager – keep him informed of your show plans
- Coordinate ads and any direct mail projects
- Order promotional items, if applicable
- Determine your booth staff
- Order staff uniforms
- Book hotel rooms for staff, if applicable

### 30 DAYS

- Finalize your direct mail project
- Order graphics, banners, and decorations
- Order appropriate literature – don't order too much

### 20 DAYS

- Arrange for machines to be hauled to show and picked up after show
- Confirm with all staff to let them know what to expect, before the show
- Distribute staff uniforms

### 10 DAYS

- Make final machine transportation arrangements
- Arrange to ship all display items, literature, etc., to show, or carry in on move-in day



### 3-5 DAYS

- Have all equipment cleaned and serviced, as needed
- Fuel level should be ¼ tank, in all machines
- Purchase cleaning supplies for final hand wiping at show

### AT SHOW

#### Move-in Day

- Dealer coordinator or dealer staff representative should be on-site
- Confirm electrical is correct
- Carpet is installed
- Machines have arrived and are ready to move in
- Hand-detail each machine: clean windows, put Armor All on tires, paint tracks, clean cabs and all machine compartments
- Touch-up paint, as needed
- Install display items
- Display literature

#### During Show

- All staff should arrive before show opens
- Machines should be ready and clean – battery disconnect should be removed in all machines if static show
- Staff should be knowledgeable and can speak to each machine
- Gather leads – most importantly: qualify your lead before you take his information. Don't waste your follow-up time.
- Cell phones and Blackberries should be **turned off** when staff is in the booth
- Keep booth neat and clean throughout the day – Staff should not have food or drinks in the booth
- Reconnect with your hauler for machine pickup after show

#### Move-Out Day

- Pack up your display
- Move machines out

### LEAD FOLLOW-UP

- Hopefully, you've collected leads at your show. As soon as you return from the show, send the lead a "thank you" for stopping by your booth and send them literature, if appropriate. Follow-up with a visit.
- Follow-up on your direct mail, if applicable.

