



Home Port Marine Marketing

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Steps To Boat Show Success

The boat show season is underway so it's a good time to review the basic steps you should take to get the most out of the time and money spent exhibiting. Shows are very expensive, but done right, the ROI can be high.

Understand why you're going to be there. For most, it's to sell or generate leads for future sales. Don't try to do too many things at a show; stay focused on the primary reason you're there.

Set specific goals to be achieved. For example... plan to obtain a certain number of high quality leads. Many of us attend the same shows year after year. Review what you know about the demographics and buying habits of likely show visitors.

Pre-show marketing to your existing customers and prospects almost always pays off. Use direct mail, email, your web site and the phone to invite people to your booth or set up appointments.

Create an appealing atmosphere at your booth and include literature and visuals. We're big fans of keeping it as simple as possible at shows. You've only got a few seconds to grab the attention of passersby.

Train your people. Have your best representatives there who know your product or services cold. Keep them on their feet and moving, actively engaged with booth visitors.

Be a show visitor, too. Walk the show as if you were a visitor. Take note of what seems to be working for other exhibitors.

Follow up all sales and leads immediately after the show.

Evaluate the show. Did you reach your goals? If not, there's always the next show. And the show after that. And the show...