

# EXHIBITING LEADERSHIP

## Your Mission Statement:

1. *Demonstrate* the product – show your advantages— involve the prospect!
2. *Position* your company as a technology leader—it's what the delegates came to see!

The professional trade show is a unique selling opportunity. C/IV equips you for your mission.

## Plan for Success

Profit from your trade show investment with *realistic* expectations, *achievable* goals, *visible* costs, and a *yardstick* by which to measure results. We help:

- **Establish Goals** – What specific *results* do you expect from each show? Set a realistic budget.
- **Select the Show** – Is that big, expensive show attracting the real *buyers* of your product?
- **Plan Ahead** – Make *time* for good decisions—manage your exhibit to avoid last-minute costs – stay on budget!
- **Focus your Exhibit** – Make *every* element contribute to your goals. No magicians, no bimbos...stay professional!
- **Size for Effectiveness** – *Right-size* your booth and staff it effectively. Use the real estate you have more efficiently!
- **Design for Impact** – *Make a clear statement* of your products' advantages. Focus on your exclusive technology!
- **Demonstrate!!** – *Show* your new products' competitive advantages clearly and memorably. Involve your customer!



*Get the most out of your Trade Show investment with more effective design, planning, exhibit tools – and a C/IV Coaching Clinic!*

## A New Approach

Using a combination of sales and exhibit technologies, we can improve the ROI on your trade show investment.

- ✓ **Attract new prospects** to your booth. Qualify casual visitors quickly and make your brief effectively!
- ✓ **Make appointments** for key decision-makers in advance – for individualized presentations, to meet with your president, to consult with applications engineers, and to personally get their hands on your product!
- ✓ **Close for follow-ups**, not orders – follow up with a meeting the week after the show in a less distracting environment, or make a complete, factual, technical demonstration of your product – even in your hospitality suite!

## How Can C/IV Help?

We develop presentations that help you be more effective. From over thirty years experience in the sales arena, we have developed exhibits, simulators, media products – even seminar presentations for companies wishing to improve their overall effectiveness. Contact C/IV for details on these and other marketing tools, or schedule a Coaching Clinic for your exhibit team!

**Corporate/Industrial Video, Inc.**



