



- Trade Shows
- Concerts
- Convention and Conference Venues
- Theatrical Productions (Stage Props)
- Domestic
- Transborder
- International

**Air, Ground &  
Ocean Shipping**

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**Business Expo**  
**Trade Show Tips**

**Every Trade Show, Exhibition,  
Event or Concert is Unique!  
Every Exhibitor is Unique!  
You are Unique!**

**Exhibiting at a Trade Show offers a unique and powerful selling opportunity a unique opportunity to begin a relationship with your potential customers. ;**

**We want you to have a successful and enjoyable Trade Show Experience and hope you will find this booklet helpful.**



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- **Trade Shows • Distributions • Logistics Consulting**
  - **Domestic, Transborder & International**  
(Air, Ground, Ocean Shipping)
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# **Just A Few Of Our Satisfied Customers...**

- **Creative Visual Solutions Inc.**
- **Exhibit Connections Limited**
- **Interface Exhibits**
- **Hitachi Denshi Canada Ltd.**
- **Expo Systems Canada**
- **Geron Associates**
- **Derrick Exhibit**

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To arrange transportation of your booth to and from the Trade Show contact: Carol D'Alessandro, VP, Business Development, 905-861-9600, or provide details of your shipment via e-mail, [cdalessandro@logisticsassoc.com](mailto:cdalessandro@logisticsassoc.com) i.e. sizes, dimensions, weights, origin, destination, move-in date etc. or go to [www.logisticsassoc.com](http://www.logisticsassoc.com); complete the on-line form and return form by e-mail or fax to Carol D'Alessandro at 905-861-9677. Because like Time and Tide; Trade Shows and Audiences wait for no one



# Any Show, Anywhere, Any Time, Any How

At Logistics Associates our mission is all about you and where your show needs to be. With extensive contacts within the Trade Show industry, we have a keen understanding of the unique challenges faced by exhibitors. We do more than move cargo from point A to point B. Logistics Associates can relieve you of the stress on the move in and move out.

## Experience what our customers already know:

our logistics specialists' integrity, broad experience & attention to detail combine to provide you with a stress-free shipping experience.

We deliver your booth to the Venue during the designated window of time. At completion of the show we ensure the freight is picked up before it is forced off the floor  
Because like Time and Tide; Trade Shows and Audiences wait for no one.

We are a “Third Party” Transportation Logistics Provider

- Essentially doing for cargo what a travel agent does for passenger
  - Exhibits Displays,
  - The Trade Show Circuit
  - Concerts; Theatrical Productions
  - Convention & Conference Venues

**A skid load**

**A full truck load**

**Via Air, Ground,  
or Ocean**

**Within...**

- **Canada,**
- **USA, or**
- **Internationally**

# Tips For The Expert (& First Time) Trade Show Exhibitor

## Pre-show preparation

- Formulate your objectives in writing.
- Drive qualified attendees to your booth...
  1. Through direct invitations with free passes.
  2. Pre-show promotion...
    - “Visit our booth for an opportunity to WIN Dinner for Two”, or
    - Some other item of perceived value.

## At the Show: Clarity CLARITY CLARITY

- Clarity is the most important point.
- You want to make it very clear...
  - **WHO** you are
  - **WHY** you are there, and
  - **WHY** someone would want to stop and talk to you.
- Within 4 – 7 seconds of spotting your booth people should know exactly...
  - **WHAT** is in it for them, and
  - **WHAT** the heck it is that you do.

*Continued...*

- Create your own unique space...
  - See the attached example; if funds permit use a similar table top display, or
  - A large format print image 8" x 8" or 10" x 10" to use as a backwall

### The Job Of The Backwall Is...

1. To attract the attention of people passing by.
2. To project an appropriate image for your company.
3. To impress people with a quick glimpse of what you offer.

- Be creative; you want to people to look and say **WOW!**
- Keep it simple ...you want to keep the set-up and take down to a minimum. This is another reason to purchase a proper display – portability and **WOW** at the same time.
- Whatever you do you must have your company name and logo clearly visible.
- **If funds do not permit here is a budget idea:** Create your space using lattice boards for a back and sides or use a canopy again an 8" x 8" space and hang your company sign and logo at eye level.
- The initial outlay for a Trade Show booth may seem expensive, but remember this is an investment and can be used again and again. If your booth display is portable you can carry this in your trunk and set it up wherever and whenever the opportunity arises. For example: Board of Trade events, exhibitions, etc.

*Continued...*

- Most Trade Shows will give exhibitors a scheduled move-in and set up date.
- The day of the show arrive before the show is scheduled to start; allow time to get organized and walk the event floor.
- Be your own critic...
  - Can your booth and sign be spotted from across the room.
  - Does your space shout **WOW!** or, is it only a 'whisper'.
  - Does it look attractive, snappy and funky ?  
Ask a fellow exhibitor's opinion.
  - Does he know instantly who you are and what you do?
- Remember the 4 – 7 second rule... that is how long you have to catch someone's attention
- Now that you've got people at your booth have a give-away...
  - Pens, caps, or
  - Anything with your logo and contact info on it.
- Have a gift basket for a door prize, or if the door prize is a 'Dinner for Two', also have a prize announcement poster.
- Always have a fish bowl or something for attendees to deposit their business card.

- **Remember why you are there !**

**Good Luck !**

***P.S. Wear Comfortable shoes!***

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*Continued...*