

Mixer Preparation Tips

To help you get the most from exhibiting at a Chamber mixer we've put together this handout on some tips and tricks of tradeshows. Many businesses find that trade shows can be one of their best sources of new business as they offer a relaxed atmosphere to meet potential new clients. No single thing you do can guarantee you will have a profitable show. However, there are a number of things you can do to better your chances of success. Here are several to consider:



Prepare a Professional-Looking Display - You don't have to have the biggest, flashiest booth at the mixer to attract attendees. But you do have to have some type of display that lets people know what it is you are selling. Signs, photographs of products or elements used in the display should look professionally prepared. Unless you're working a crowd that's attracted by the possibilities of bargain basement prices, banners printed with a dot matrix printer on continuous form paper or homemade posters pinned or propped up against a backdrop will make you look unprofessional and make prospects leery of your products.



Have Sufficient Literature Ready To Hand Out - Have professionally prepared brochures of other handouts made in quality to distribute at the mixer, and have them prepared well in advance of the show. If you wait until the last minute to prepare your literature you'll wind up paying unnecessary rush charges. If you try to prepare it yourself on a laser printer and photocopier, what you turn out may not do your product justice. Don't forget to stock up on business cards!



Offer a Giveaway - Your goal is to attract people who would be interested in your product to your booth. The give away doesn't have to be big or elaborate- A sample of your product is ideal. Novelty items such as key chains, pencils, pads of paper with your company and product name can be good too. Even something as simple as a large bowl full of bite-sized chocolates or hard candies can bring people to your booth. Use your imagination if there aren't sufficient funds for expensive giveaways. A Chamber representative will come around and collect the winner's names and announce them on stage at the event



Take Notes - You will have conversations with dozens of people during a mixer. Many of them will give you're their name or a business card. Make sure you remember what you talked about and why you saved their card by jotting a note about what you talked about on the back of their business card or a note pad while you're at the show.



Train Booth Personnel - Choose your booth staff carefully and be sure they know how to deal with the public, after all they are representing your company. Encourage them to talk to everyone, don't wait until someone comes to them. Try placing your table at the back of the space so that the booth staff are encouraged to stand in front of it eliminating the visual barrier to the guest. Another important note is to remind your staff not to eat at the booth, save your appetite for after the mixer.

Follow Up! - Have a plan in place for following up on leads gathered at the mixer. Don't wait a month or two to get around to sending information to those who stopped by your booth. By then, the hot prospects are likely to have become good customers for one of your competitors.