

# 5 Tips to Prevent You from Wasting Money at a Trade Show

Exhibiting at an industry trade show is expensive, time-consuming and hard work. If you're lucky enough to have a team to handle all the details at the booth, then you are one step closer to success. But just showing up with a snazzy booth is not enough these days. Here are 5 simple — but effective — tips to make sure you aren't wasting money.

*Note: This blog has nothing to do with cute booth swag; I'm focusing on the strategic approach to trade show business development.*

Here are five simple — but effective — tips to make sure you aren't wasting money at your next industry trade show.

## 1 Who's there and why are they there?

While most of our industry trade shows focus on the solutions you can provide in HEOR, RWE, Health Technology Assessment and Data Analytics, it is imperative that you get a firm understanding of the demographics of the audience at a more granular level. Pay attention to past attendee country of origin, industry sector (provider, payer, policy, etc.), job function (what percent of attendees represent Market Access, Clinical Development, general HEOR, etc.), and job level (entry, middle management, executive).



### IDEA

Every trade show is an opportunity to better understand your audience. Consider creating a short survey at your booth to collect insights. Test out a new product or service concept, gather demographics or pain points, or benchmark a behavior. Not only do you gain insight, it's a great "conversation starter."

## Why is your company there?

### Are you exhibiting to:

- ✓ Gather qualified leads
- ✓ Educate your audience
- ✓ Recruit new employees
- ✓ Promote a product or service
- ✓ Enhance relationships
- ✓ Perform competitive intelligence
- ✓ Achieve brand awareness
- ✓ Network and conduct business
- ✓ Attend educational seminars

Based on your reason for attendance, ensure that your time and money align with these goals. You can't do all of these. So, identify the top 3 objectives that are most important to you.



### IDEA

Need some ideas on how to align your conference attendance goals with overall marketing strategy? [Contact HealthEconomics.Com](https://www.health-economics.com), leaders in HEOR marketing for 25 years. We offer free, 15-minute marketing consultations and have marketing solutions that allow you to connect with your audience 365 days a year.

## Set measures of success

Now that you've identified the reasons you are exhibiting and ensured your resources are allocated toward these areas, it's time to set a realistic goal that can be measured. When setting this goal, pay attention to the number of hours you are exhibiting, the audience that is on the convention floor, and the staff you have available to interact with the attendees. You need to have ways to measure success. "I had some great conversations" doesn't cut it. Operationalize these goals. (You're in outcomes research, for goodness sakes!)



### IDEA

Digital tools help you measure success in objective ways. Ask us how to do this.

# 4 Take advantage of the 3 phases of a trade show (Before, during, and after)

Effective pre-show tactics can more than **DOUBLE** your number of qualified leads. With that kind of ROI, why would you **NOT** do this? This is where HealthEconomics.Com comes in! We are experts at maximizing convention success for our marketing partners. Follow these ideas and **contact us** for a customized approach for your next trade show.

## Pre-convention

Be proactive in promoting your presence at the convention and identifying potential targets, and gather leads to set appointments at the event. Create a buzz that you're there, and build interest in what you have to offer!

Leading up to ISPOR Europe, HealthEconomics.Com has established a micro-website (e.g. landing page) to promote ISPOR Copenhagen activities. **Visit here:** <https://www.healtheconomics.com/isporeu2019>. Add your #ISPOREurope activities (i.e., booth, presentations, events) and join our efforts to maximize your presence, ensuring that your target audience is itching to meet you in Copenhagen!



### IDEA

Pre-show lead generation options include promoting presentations, white papers, abstracts, giveaways, invitations to private events and more.

- Promote your existing collateral. Set up a download form to view it. On this download form, ask if they are attending the upcoming industry event of interest.
- Field a web-based survey on a topic of interest and ask what conferences the respondent is attending.
- Use social media to “tease” about the upcoming presentations/posters by your subject matter experts and gather contact information to send full slide deck or poster, when it's completed.
- HealthEconomics.Com can help you promote these options to our 25,000-strong **CONNECTED COMMUNITY™**.

## During the convention

Maybe it's the researcher in me, but I never go to an event without a goal to do some market research. For example, test out “openings” to see which one starts a conversation the best, or query attendees on areas of greatest need. Offer a booth food item if they complete a one-question survey. Whatever you do, make sure you are in a learning and listening mode, rather than engaging one-way information dump or a hard sell.



## IDEA

Consider booth activities that build in lead generation, whether it's via collecting information at the booth or via social media.

### After the convention

A convention is typically just three days in duration. This means there are 362 other days in the year to nurture this audience. Plan your post-event follow-up **BEFORE** the convention and have it ready to go as soon as you return. Of course, you'll follow-up with individualized emails and phone calls, but make a plan (in advance) for a "drip" follow-up that keeps your company, product, and service top-of-mind with everyone you met at the event.



## IDEA

Consider digitally-developed marketing such as webinars that repurpose your trade show poster or podium presentation, white papers that summarize research that you presented at the conference, eBlasts that include a few learnings from the event, or advertisements that promote your subject matter experts with an offer to set up a post-event telephone discussion.

## Consider attending and not exhibiting!

If you're a small company, or even if you're a large company but re-assessing the ROI of exhibiting at trade shows, then maybe you simply want to attend rather than have a full booth presence. We understand this, and — between you and I — we've chosen to do this at multiple industry events. However, if you choose this strategy, you want to do everything possible to maximize your time there. That's where we come in.

Trade shows are big business. And they offer a unique opportunity to build relationships face-to-face. Talk to [HealthEconomics.Com](http://HealthEconomics.Com) to discover how we can bolster this effort to improve ROI, and ask us about marketing tools that continue to build your relationships 365 days a year!

### Curious?

Contact us and visit **HE Conference Preview: #ISPOREurope** to see what your competitors are up to.

## Ready to make a plan?

Download the HealthEconomics.Com Media Pak [here](#).



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