We have a new company called Trade Show Savvy, LLC. Act as an expert in web marketing and recommend the layout of our new website. I want the following pages: Home, About us, Consulting, Software, Contact

Our tagline is “Your Booth, Your Brand, Your Bottom Line”

Our Mission Statement is: "At Trade Show Savvy, we combine cutting-edge technology, strategic expertise, and deep industry knowledge to revolutionize how businesses approach trade shows. We don’t just help you exhibit—we help you succeed, ensuring every event contributes to your brand’s long-term growth and bottom-line success."

We are currently creating software to help companies that exhibit and sponsor at multiple tradeshows in a year

We also provide consulting services to companies that exhibit and sponsor at multiple tradeshows in a year.

We also provide consulting services to companies that put on tradeshows as part of a larger event.

Here are services we provide for companies that exhibit and sponsor at multiple tradeshows in a year

**Pre-Show Planning and Strategy**

1. **Goal Definition**: Help define clear, measurable goals for exhibiting (e.g., lead generation, brand awareness, product launches).
2. **Budget Planning**: Develop and manage a budget for the trade show, including booth design, travel, and promotional activities.
3. **Booth Selection**: Advise on booth placement and size based on traffic patterns and target audience location.
4. **Competitive Analysis**: Research competitors attending the show and develop strategies to stand out.
5. **Audience Profiling**: Identify the target audience and tailor messaging and materials to their needs.
6. **Promotional Campaigns**: Design and execute pre-show marketing campaigns (e.g., email marketing, social media teasers, and direct mail invitations).

**Booth Design and Production**

1. **Custom Booth Design**: Collaborate with designers to create a visually appealing, brand-aligned booth that maximizes engagement.
2. **Interactive Elements**: Incorporate technology like touch screens, AR/VR, or live demos to attract attendees.
3. **Signage and Collateral**: Design and produce banners, flyers, brochures, and branded giveaways.

**On-Site Execution**

1. **Booth Staff Training**: Train staff on booth etiquette, lead capturing, and key messaging.
2. **Engagement Tactics**: Develop strategies to draw traffic, such as games, giveaways, or live presentations.
3. **Lead Management**: Set up systems to collect and organize leads efficiently (e.g., CRM integration, badge scanning).

**Digital Marketing Integration**

1. **Social Media**: Manage live updates and engagement during the event using social media platforms.
2. **Email Blasts**: Send targeted email reminders and post-show thank-you notes.
3. **Virtual Participation**: Facilitate hybrid elements, such as live streaming or virtual booth tours, for broader reach.

**Post-Show Follow-Up**

1. **Lead Nurturing**: Develop follow-up campaigns to convert leads into customers.
2. **Performance Analytics**: Measure ROI using metrics such as leads generated, booth traffic, and sales closed.
3. **Feedback Collection**: Conduct surveys and gather feedback to refine future strategies.
4. **Post-Mortem Reporting**: Provide a detailed analysis of successes, challenges, and opportunities for improvement.

**Logistics and Coordination**

1. **Shipping and Storage**: Coordinate shipping and handling of booth materials and products.
2. **Vendor Management**: Liaise with trade show organizers, decorators, and technology providers.
3. **Compliance Assistance**: Ensure adherence to trade show regulations and deadlines.

**Creative and Strategic Enhancements**

1. **Sponsorships**: Identify and negotiate sponsorship opportunities to boost visibility.
2. **Speaking Opportunities**: Secure speaking slots or panel participation for company representatives.
3. **Partnerships**: Identify and cultivate partnerships with complementary exhibitors.

Here are services we provide to companies that exhibit and sponsor at multiple tradeshows in a year:

**Event Strategy and Planning**

1. **Event Goals Alignment**: Work with clients to align trade show participation with broader event goals (e.g., sponsorship activations, product launches).
2. **Trade Show Integration**: Design the trade show experience to complement the larger event theme or branding.
3. **Budget Management**: Plan and manage budgets specific to the trade show portion of the event.
4. **Vendor and Exhibitor Coordination**: Serve as the point of contact for vendors and exhibitors, ensuring smooth communication and operations.
5. **Show Flow Design**: Plan the layout and attendee flow for maximum engagement and visibility.

**Exhibitor Management**

1. **Recruitment and Registration**: Attract, vet, and manage exhibitor applications.
2. **Booth Assignment**: Assign booth spaces strategically based on exhibitor needs, traffic flow, and event objectives.
3. **Onboarding and Support**: Provide exhibitors with comprehensive guidelines, timelines, and support for setup and logistics.
4. **Exhibitor Kit Development**: Prepare exhibitor kits with key information about booth setup, regulations, and promotional opportunities.

**Trade Show Marketing and Promotions**

1. **Attendee Engagement**: Develop campaigns to attract event attendees to the trade show portion (e.g., digital ads, email campaigns, social media).
2. **Highlight Exhibitors**: Create promotional materials showcasing key exhibitors and their offerings.
3. **Event Branding**: Ensure cohesive branding across the trade show floor, signage, and exhibitor materials.
4. **Networking Opportunities**: Organize meet-and-greets, matchmaking sessions, or happy hours to connect attendees with exhibitors.

**Logistics and Operations**

1. **Floor Plan Design**: Create efficient and engaging trade show layouts to maximize exhibitor and attendee interactions.
2. **AV and Technology Setup**: Arrange for audiovisual needs, internet access, and power for exhibitors.
3. **Shipping and Storage**: Manage inbound and outbound shipments of exhibitor materials.
4. **Permits and Compliance**: Handle permits, insurance, and adherence to local regulations.

**On-Site Management**

1. **Setup and Tear-Down Coordination**: Oversee booth installations and dismantling, ensuring timelines are met.
2. **Staffing Support**: Provide additional event staff to assist with registration, attendee navigation, or exhibitor support.
3. **Technical Assistance**: Offer on-site troubleshooting for AV, internet, and booth needs.
4. **Crisis Management**: Handle any last-minute issues with exhibitors, attendees, or logistics.

**Post-Event Services**

1. **Performance Metrics**: Collect and analyze trade show performance data, including attendee foot traffic, lead generation, and exhibitor satisfaction.
2. **Follow-Up Communication**: Send thank-you messages and follow-ups to exhibitors and attendees.
3. **Feedback Collection**: Gather feedback from exhibitors and attendees for continuous improvement.
4. **Event Reporting**: Provide detailed post-event reports summarizing trade show outcomes, challenges, and recommendations.

**Value-Added Services**

1. **Custom Sponsorship Opportunities**: Design and implement sponsorship activations unique to the trade show.
2. **Technology Integration**: Introduce tools like event apps, digital lead capture systems, or virtual booth options.
3. **Training and Workshops**: Offer pre-event webinars or training sessions for exhibitors to help them maximize their participation.

**Additional Premium Services**

1. **Content Creation**: Develop videos, infographics, or other content to promote the trade show aspect of the event.
2. **VIP Experiences**: Create exclusive networking lounges or private tours for key clients or attendees.
3. **Sustainability Programs**: Implement eco-friendly initiatives like recyclable booth materials or digital-only handouts.