



canfitpro | 2023 TRADE SHOW August 18-19, 2023

EXHIBITOR TIPS & TRICKS

To make the canfitpro 2023 Event a truly unforgettable experience for both exhibitors and fitness professionals and enthusiasts alike, we have compiled some helpful “Exhibitor Tips and Tricks.” Consider these suggestions when planning and coordinating for the event as they will help ensure you have a successful and enjoyable experience.

Before the excitement begins

- **Pre-Show promotions** – having promotions leading up to the event can really amp up your company’s presence at the show, as well as announcing promotions that will be available onsite.
- **Read the Exhibitor Manual** – this document is full of important details that can make for a stress-free show. Pay attention to deadlines! The earlier you order, the greater the savings.

Staff

- **Leave them wanting more** – A great demo is nothing without a spirited, engaging pitch that presents the solution to a specific customer need - preferably in a minute or less.
- **Staffing your booth** – Nothing will increase your ROI like choosing the right people to staff your booth: only send your best, happiest, and most outgoing staff that are able to ignite conversation.
- **Get out from behind your booth** – Body language says a lot! Make sure you appear inviting (get off your computer and phones) and be sure that the booth is manned at all times by someone who is knowledgeable in your business and loves to start conversation.

Appearance

- **Do not** over pack your booth with furniture and inventory. You need to leave room for space for people to engage with you, space for your team and for demos.
- **Do not** place a rectangular table across the front of your booth. That’s basically saying “I don’t care for you to come in.” Instead, position large tables against the back or side of the booth. If you need a place to put pamphlets, try a small bar-height table and stool toward the front of the space.

Contacts and Connections

- **Lead retrieval scanners** – Having these avoids having to get a person’s business card or contact information. Instead, your lead retrieval makes digital notes, and you simply download the data. This makes follow up seamless and the meeting much more efficient. Lead retrieval scanners are available through Conexsys in the Exhibitor Manual.
- **Engage and network!** Talk to everyone from delegates, potential customers, show staff, organizers, etc. You never know what opportunities could arise and it’s always best to see everyone as a potential opportunity.
- **Follow up and evaluate** – Your post-show follow up should include more than merely reaching out to new contacts. Look for other opportunities to communicate with your industry, such as e-blasts with to your new customer base, prizes and giveaways, and fun engaging newsletters. Send a press release announcing anything exciting in relevant publications.

Let them know you’re coming... and then let them know when you’re here!

- **Advertise in advance** – Engaging graphics and announcements on social media (Facebook, Twitter, Instagram, etc.) letting people know that you’re attending, your booth number, and some great deals or highlights about what you have to offer.
 - **canfitpro’s amazing marketing solutions** - There are so many marketing opportunities available to you through canfitpro such as banner ads, e-newsletter features, website ads, magazine ads and more!

- **Plan ahead for your presence** – canfitpro offers marketing options such as registration kit inserts (approximately 5,000 distributed onsite) and ads in the on-site program which goes out to all attendees at the canfitpro 2023. If you wish to take advantage of one of canfitpro’s marketing solutions, please contact b2b@canfitpro.com and your account manager will be more than happy to provide you with all the details to get you started.
- **Pull a crowd to your booth** – Ideas include using an interactive display such as a quiz or game on a computer, screen, or kiosk stand; creating a draw or contest; or scheduling demonstrations. Have stock of promotional items that you can use as giveaways (small items that people can take away and use while being reminded of your company). Don’t forget to let canfitpro know of any samples, giveaways, or booth promotions that will be happening during the show.
- **Food and Samples** – People love food and free samples, even if the sample or food is branded or in a branded bowl or box. The goal is to attract people to the booth giving you an opportunity to shine! Don’t forget to submit the Food Sample Authorization Forms from the MTCC to get approval first, found in the Exhibitor Manual.
- **Use the down time** – When there are moments of low traffic, use those moments to network with other exhibitors. You never know who you may meet to help you grow your business!

Some videos that might help!

- **General Tips & Tricks:**
<https://www.youtube.com/watch?v=l0Mwiey7lNs>
- **Trade Secrets from the Trade Show Infotainer:**
<https://www.youtube.com/watch?v=TwWsJNVkl5M>
- **How to brand your stand:**
https://www.youtube.com/watch?v=y_s9h0Khpik