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## What is the **Tradeshow Exhibitor's Toolkit**?

It's a collection of concepts, ideas, practices and strategies to assist you and your team to a much better tradeshow exhibiting experience than you're currently having.

If you're having a good experience, bringing home lots of leads and meeting lots of people, these strategies will help you bring home more leads and meet more people and make a bigger impact.

If you're having a crappy experience, this collection of tools will help lift you out of the morass that you've been experiencing into a new strata of tradeshow lead generation, awareness raising and brand enhancement.

If you think you're already having the best experience possible, I would ask that you keep an open mind as you read these ideas. Consider putting some or all of them into action and seeing what happens!

## Who am I?

I'm Tim Patterson, @tradeshowguy on Twitter. I've been in the exhibit industry for about 13 years, first as VP of Sales and Marketing for Interpretive Exhibits, and now as founder and co-owner of TradeshowGuy Exhibits.



I've been blogging since 2009 at **TradeshowGuyBlog.com**, writing articles, doing podcasts and posting videos that relate to tradeshow exhibiting. **Mel White of Classic Exhibits** has called it the '*best blog in the tradeshow world*' to my face, so I know he's not kidding! TradeshowGuyBlog.com was also recently tabbed as one of the '**Top Ten Must Read Trade Show and Event Marketing Industry Blogs**' by Nimlok.

I've published a number of e-books, all of which are included in this Toolkit, and I just published a paperback called **TRADESHOW SUCCESS: 14 Proven Steps to Take Your Tradeshow Marketing to the Next Level**.

But there's more than just me. There are numerous Strategic Partners, including marketing strategists, exhibit designers and fabricators, shippers, set-up and dismantle experts, graphic designers and others that I call on when the situation demands.

Here's the big, important question that came up in my preparation of this **@TradeshowGuy Exhibitor's Toolkit:**

## **WHY?**

**Why build such a kit in the first place?**

*Simply put, we believe that every exhibitor should have direct and easy access to tools and strategies that allow them to have a better exhibiting experience.*

*We're tired of exhibitors spending a ton of money on bad or incomplete advice, on exhibits that don't accurately represent their brand, and being taken advantage of by companies that claim to have all the answers.*

We've assembled this toolkit with an eye to bringing home more leads, creating more brand awareness, and drawing a crowd of enthusiastic people at your booth.

So what will you find in this collection?

Everything in this collection is in PDF form (with the exception of a spreadsheet or two), so if you're reading this, you'll have no trouble accessing all of the materials.

Let's start with the main piece labeled **"02 Tradeshow Exhibitor's Toolkit.pdf"** It's a 20-page look at how to specifically apply several practices to your tradeshow strategizing. It starts at the beginning, showing you how to determine your overall objectives for tradeshow marketing, and then for each show. In a sense, it's the short version of the paperback.

Then we get into nuts and bolts of building a budget, which shows to attend, pre-show planning including social media engagement, your company booth, show execution, tradeshow booth staff training, lead generation, post-show follow-up and record keeping so that it becomes easier to keep track of things show to show and year to year.

That's it in a nutshell.

Next, open PDF labeled **"03 Contact Me.pdf."** Want to follow me online, drop me an email or pick up the phone and call? This is where to do it.

Next, if you're looking to upgrade your exhibit in any way, please review the document labeled **"04 Find Your Next Tradeshow Booth Here.pdf."** This included a short description of our capabilities, where to review booths online, get initial pricing ideas, and in general get more information about the latest in booth design and where to find them.

I've included a document labeled **"05 TRADESHOW SUCCESS WORKBOOK"** which is the MS Word version of the material contained in the 3-ring binder in this package.

For help on Budgeting and Calculating Tradeshow ROI, open the folder labeled **"06 Budgeting and ROI."** You'll find two spreadsheets designed to do just that. The former is based on several iterations that I've put together over the years and made available on my blog. The ROI calculator comes courtesy of Handshake.

In the folder labeled **"07 E-books and Special Reports"** you'll find, well, the e-books and special reports that I mentioned earlier, including the first one I wrote back in 2009, and revised in 2013. **"Twittering Your Way to Tradeshow Success"** may seem a little dated, but it's short and there are some good ideas and observations in it, so I included it.

Up next is **"101 Rules of Tradeshow Marketing"** which was downloaded over 3000 times in the first couple of years of its admittedly small release. A quick and fun read which you could probably scan easily over a cup of coffee.

You'll also find the digital version of a small book I self-published in early 2014 as a giveaway to several exhibitors and potential clients. **"Super Networking at Events and Tradeshows Using Social Media"** is about 75 pages long and covers about every angle I could think of regarding events, tradeshows and social media.

There's also a special report called **"The Future of Tradeshows"** written by Lew Hoff and myself and assembled by Bartizan Connects.

Finally, there's the full version of our digital catalog called the **Exhibitor's Handbook** in "**08 Tradeshow Exhibit Booth Catalogs and Related**" which included rental options, booth accessories and much more.

So...enjoy – and my best wishes for a great tradeshow experience with lots of visitors, growing lead generation, and increased branding and awareness to you and your company!

Feel free to call or reach out any time with any tradeshow related questions!

Best regards,

A handwritten signature in black ink that reads "Tim Patterson". The signature is written in a cursive, flowing style.

Tim Patterson  
@tradeshowguy