



TRADE SHOW

# MAKE THE MOST OF YOUR SHOW

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Being part of a trade show is a fantastic business opportunity, but you're also investing your time and money. So, how can you be sure your investment will pay off?

**Alexandre Cartier**, Business Manager at Sun'Agri, shares some tips on making the most of your show.



## ABOUT ALEXANDRE CARTIER

Alexandre Cartier is Business Manager at **Sun'Agri**, a startup specializing in agrivoltaic technology (bringing together agriculture and electricity production on a single footprint, avoiding land-use conflict). He was previously Communications Manager at **BERTHOUD**, a company specializing in agriculture and viticulture spraying.

These two companies have more in common than simply agriculture: thanks to the hard work of Alexandre Cartier and his colleagues, they both won the **Innovation Award** at SIMA and SITEVI, two major trade shows.

Highly experienced in both exhibiting at and organizing such events as part of his role, Alexandre Cartier is a **total trade show expert**.



# SELECTING YOUR TRADE SHOW

Every trade show offers its own individual program. Before making your selection, be sure to identify **your company's objectives**. Doing so carefully will help you identify the particular event best suited to your needs. Alexandre Cartier recommends you ask yourself two questions before registering for a show:

- 1 Does the show's visitor profile align to your sales target?
- 2 Is the show itself relevant to your objectives?

## Focus on a trade event's visitor profile


Before **registering for an event** it's essential you make sure that its visitor profile **aligns to your goals**.

In addition, because Sun'Agri provides climate protection solutions for sites impacted by climate change, Alexandre Cartier also considers **regional factors**. For Sun'Agri he focuses more specifically on shows in areas subject to climate stress, and a visitor profile with commensurate needs and expectations (production facilities).

# PRIORITIZE SHOWS THAT SERVE YOUR OBJECTIVES

What is your **business strategy**? That's a key question to ask yourself to be sure you're making the best choice when registering for a trade show. The optimal strategy will depend on your **objectives**, which could be:

- product launch or promotion
- getting your technology better known
- strengthening your brand's image and reputation
- getting the trade press behind your business ecosystem in order to deliver your market vision
- building your business internationally
- etc.



Properly preparing your trade show participation can **boost turnover by 30%** compared with not doing so.

If you'd like to host a talk about your technology, ensure the **services provided by the show organizers** meet this objective in particular.

Looking to take on a new challenge, Sun'Agri turned to the SITEVI show which hosted the SITEVI Innovation Awards. These awards recognize the most innovative materials, products, techniques and services put forward by the show's exhibitors. A great opportunity **to showcase their expertise**



“ FOR SUN'AGRI RIGHT NOW, TAKING PART AT A SHOW IS MORE ABOUT GETTING OUR TECHNOLOGY KNOWN THAN IT IS ABOUT GENERATING SALES. WE CHOOSE EVENTS THAT BRING TOGETHER OUR ENTIRE BUSINESS ECOSYSTEM SO WE CAN GET OUR MESSAGE ACROSS TO THEM. ”



# PUT THE VISITOR EXPERIENCE AT THE HEART OF YOUR STRATEGY

Choosing a show is merely the first step. Next comes preparing for it! Good organization is key to a **successful trade show**. Build your **communication strategy** around your objectives, but also around the experience you want your visitors to enjoy.

Taking the time to get properly organized is essential if you want to present an innovation to visitors and your fellow sector actors. When preparing for the 2019 SITEVI Innovation Awards, the Sun'Agri teams began planning **six months ahead!**



“ THE CHALLENGE LIES

IN HAVING SOMETHING NEW TO SAY

AT THE EVENT. THAT TAKES A LOT OF

PREPARATION SO NOTHING'S LEFT TO

CHANCE. ”



An approach that paid off! Alexandre Cartier and his colleagues won the Innovation Award, with which they were then able to **promote to their clients**, prospects and the trade press.



# TRACK YOUR KPIS

To evaluate your participation in the show, you'll need to monitor and analyze your **key performance indicators**. For both Sun'Agri and BERTHOUD, Alexandre Cartier looked at the **number of leads obtained during the show** and the number of business appointments made after the event.

The indicators will enable you to analyze the **effectiveness of your activities** at the show, and to see how your performance evolves from one trade event to another.

Keep in mind that you'll rarely see instant results from an event. Analysis of key performance indicators will therefore be more relevant several months after exhibiting (depending on the length of your sales cycle). First, conduct an **evaluation of the show** to help you identify **improvement areas** for the next edition.

To monitor your performance, be sure to invest in tools for **recording and analyzing your results**.



“ SITEVI WAS THE FIRST TIME WE'D TRIED THE BADGE READER SERVICE,

WHICH RECORDS THE BADGES OF VISITORS TO OUR STAND. THAT MADE COLLECTING

AND RECORDING LEADS MUCH EASIER: SO WE GAINED TIME THERE!

# PLAN FOR POST-SHOW SALES FOLLOW-UPS

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The show can be a key stage in the **sale of a product or service** without necessarily being the trigger to buy or to get a signature on a contract. It's essential during the show to plan **for a sales follow-up**.

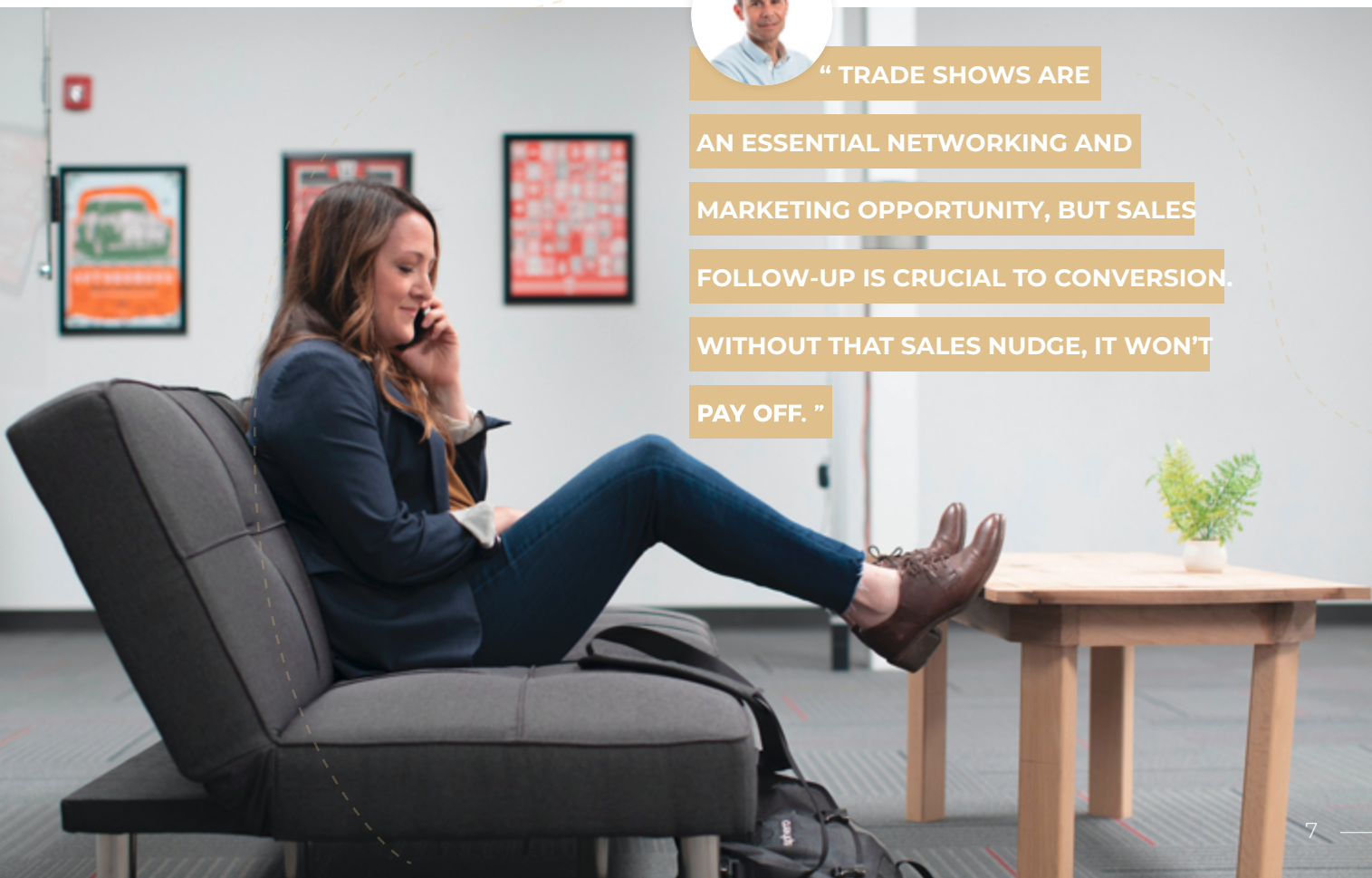
Promoting your products and services starts with **collating the prospects encountered**. You'll need to analyze who your visitors are (role, company, sector, etc.) and their reason for attending the show.

It's then vital to **make contact** with each one and to send them a **personalized**

**email** to jog memories a few days after the event. Thank qualified leads for their interest and let them know you'll be following up with documentation or a quote. Don't forget to thank any invited clients and prospects who attended. But also remember to write to those who couldn't make it! !



“ TRADE SHOWS ARE AN ESSENTIAL NETWORKING AND MARKETING OPPORTUNITY, BUT SALES FOLLOW-UP IS CRUCIAL TO CONVERSION. WITHOUT THAT SALES NUDGE, IT WON'T PAY OFF. ”



# GET YOUR TEAMS FIRED UP

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Trade shows don't just have a financial impact, they also have one on the drive and motivation of your in-house teams! Your participation is an opportunity to **boost team cohesion**

It's important that **everyone is engaged** well ahead of time so that they're

well prepared for the event. Having firm deadlines will keep your product, marketing and sales teams on track, who'll feel part of the project. Nothing better for boosting their motivation! When it comes time for the event itself, that's a perfect opportunity to **share memorable moments**.



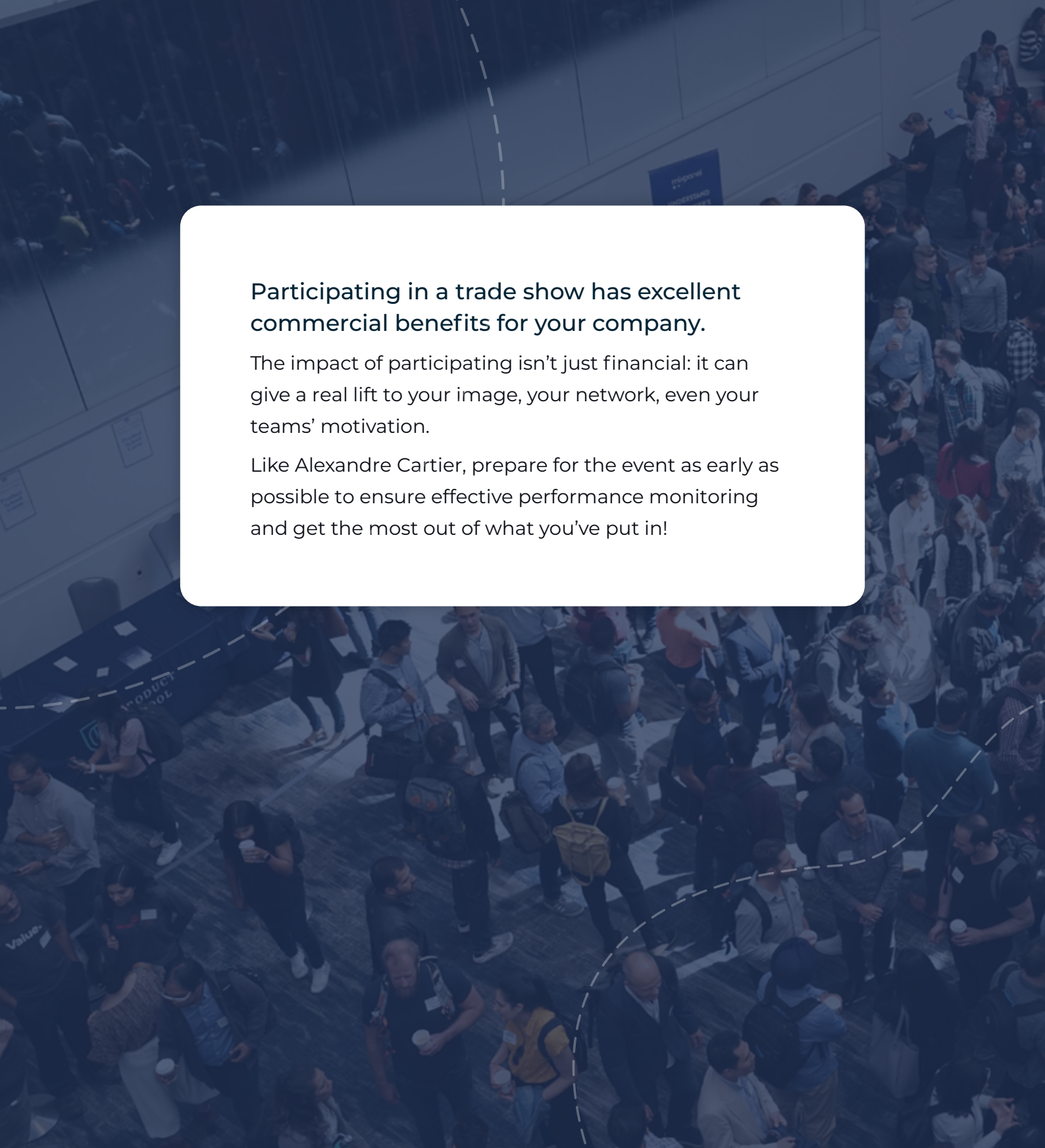
Why not set up the appointment in your teams' calendars a few months ahead of the event, so they can **invite their own contacts** to visit the stand? That will ensure you have visitors already interested in your products or services—but more than that, your sales guys and teams will feel fully invested in the project!



“ I BELIEVE 300% IN THE POTENTIAL OF TRADE SHOWS FOR BOOSTING IN-HOUSE MOTIVATION. WE NOW ALL APPRECIATE WHAT A TREMENDOUS OPPORTUNITY IT WAS TO SHARE WHAT IT'S REALLY LIKE ON THE DAY. PREPARING FOR SHOWS MOTIVATES EVERYONE, CREATES A REAL ENERGY AND GIVES A BOOST TO OUR BUSINESS.”







Participating in a trade show has excellent commercial benefits for your company.

The impact of participating isn't just financial: it can give a real lift to your image, your network, even your teams' motivation.

Like Alexandre Cartier, prepare for the event as early as possible to ensure effective performance monitoring and get the most out of what you've put in!