

# How to be a top trade show marketer

Stone Junction's tips and tricks for getting the most out of every exhibition



## 350 WORDS

Your show preview should be around **350 words long**



## INCLUDE A PICTURE THAT ILLUSTRATES YOUR STORY

It should be 300 DPI at 7" by 5" for print publication or 72 DPI at 7" by 5" for online use

## WRITE ABOUT THE MOST IMPORTANT THING



Write about the most important thing you will be communicating at the show



## MOST IMPORTANT CONTENT GOES AT THE TOP

You're writing news, so the **most important content goes at the top**. Journalists cut from the bottom, so if they remove the last paragraph, the rest of the text should still work on its own

## WHO, WHAT, WHEN, WHERE AND WHY

Always include the who, what, when, where and why in your first sentence. The 'how' should be included in your **first paragraph**



## TECHNICAL DETAILS

Your **second and third paragraphs** should contain technical details about your product or service

## INCLUDE A QUOTE

Include a quote in your fourth or fifth paragraph

Here are our top tips for writing an effective quote:

- **Don't use jargon** - make it sound human
- The quote should **develop the story** - not just comment on it
- **The quote should make sense if read in isolation** - journalists may use it in their own show preview
- **Avoid overused cliches**, such as "we are excited..." or "we are proud..."



## YOUR PENULTIMATE PARAGRAPH

Your penultimate paragraph should contain additional, non-critical information, such as product options, **catalogues or technical documents**



## THE LAST PARAGRAPH

The last paragraph is the home of your call to action. **The call to action should be specific** - not just a link to the website



## USING SOCIAL MEDIA AT TRADE SHOWS



Do your research before the show to **find people you'd like to meet**



At the show, **mention a company on social media if they visit your stand**. This gives you an extra touchpoint



If someone gives you their **business card**, don't forget to connect

Use the show's hashtags for extra exposure **#EMCUK**



## IF A JOURNALIST VISITS YOUR STAND



**Journalists might visit your stand** for information that they will include in their post-show review



Make sure someone has been briefed on which products to highlight. **Greet them right away**



**Ask** if they need extra images or quotes



**Give them a business card** for follow up questions or **connect with them** on LinkedIn