



Our gift, **10 tips for success**

In **Tridente Image Builders** we are specialists in exhibition marketing for over 30 years.

That's why we offer in this brochure **10 essential tips** to make your stand and your tradeshow attendance a success.

1. Programming *Before the event*

Assist with your stand at a trade fair is an investment that will offer excellent results to increase your sales. Start planning your fair strategy several months before the fair. Think your needs, goals and strategy. Do not leave it for the last minute!

2. Goals *Before the event*

Ask yourself: " How much revenue do I need?" After that, determine the number of clients and contacts what do you need. For example, if you want to bill € 50,000, you usually get 5 clients for every 100 contacts and each client gives you € 5,000 revenue:

$$200 \text{ contacts} \times 5\% \times € 5,000 = 50,000 \text{ €}$$

Your goal will be to achieve 200 contacts

3. Communication

Before the event

A good communication strategy prior to the fair will allow you to get more sales. Use social media, email marketing, telephone calls and personalised emails to invite your customers and potential customers to visit the fair.



4. Training

Before the event

Prior to the fair take time to develop your strategy and train your team to get more customers and shoot your success. Our experts can advise you so you know the best exhibition strategies.



Our consultancy tradeshow marketing service gives you the best advice to reach higher results



5. Plan

Before the event

Build a plan to follow during the event and set up a commercial process with objectives. In addition, you must previously schedule meetings with your customers to increase your results.



6. Stand

During the event

To attract more attention and improve memory, your stand must answer at a glance three key questions:

- *Who I am?*
- *What I do?*
- *Why I'm better than the competition?*

7. Catch and recall

During the event

Make sure the information provided to customers offers value. For example, you can use promotional gifts to be in their mind. Think what offers real value to your customers!

8. Follow up

After the show

Contact contacts shortly after finishing the show. Use the email and phone to remember your company, products or services, as well as try to close new sales. You will improve short- and long-term.

9. Measurement

After the event

After the show, you must measure results to evaluate the performance and learn.

- *How many contacts?*
- *How many customers?*
- *What percentage of customers / contacts?*
- *How much revenue?*

10. Segmentation

Always

You must adapt your strategies to improve your results. For example, before the show call your most important customers while an email will be enough for less important contacts.

Will you give them promotional gifts?

Reserve the best gifts for important visitors.

Do you have meetings scheduled at the fair?

Perhaps there are customers with whom you should book longer.

Segment all your actions according to the importance of each customer or your audience.







At Tridente Image Builders we have been working on the design, construction of stands and tradeshow industry since more than 30 years.



We are specialized in ensure success to our customers thanks to our experience and commitment to quality through stands, innovative products and services.



Do you want to know all what we can do for you?



CONTINUE READING



Sustainability: Going Green

We committed to sustainable stands that will ensure environmental and economic savings.



REDUCE

Less gas emissions
and waste
produced reduced
to half



REUSE

Economic and
environmental savings
reusing graphs and
structures



RECYCLE

We recycle from 83%
to 90% of the
materials used in our
stands





Full production and 360 service

- Stand and graphic design
- Production and assembly of stands
- Audio-visual and technology
- Staff and hostesses
- Exhibition Services
- Catering
- Warehousing and logistics
- Tradeshaw Marketing

INTERNATIONAL SERVICE



We have a network with over 400 partners, that physically locates us in all the continents

This gives us the ability to build your stand anywhere in the world.



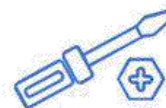
DESIGN



PRODUCTION



TRANSPORT



ASSEMBLING



STORAGE





We have *the stand you need*

We analyze your needs to create the stand that gives you the best display solution tailored to you and to achieve the success you are seeking.

We have the kind of stand you need and best suits your goals.

Custom stands

Creative and spectacular solutions

Offering you great flexibility and creativity to get the most impact on any show.

Adaptability and reuse for your events

Having the advantages of a reconfigurable stand that can be reused to save costs.

Achieves the success you are looking for

The stand will adapt completely to your needs to reach the success you are looking for.

WORLDWIDE EXHIBITIONS



Modular Stands

High quality, the best cost

Pre-designed structures with high quality will guarantee you reduced production and assembly costs.

Great design 100% flexible

Your stand will have a design that will attract all eyes with fully customized graphics and structure.

The greener option

Our modular stands are made with structures and graphics that can be reused without losing quality.

Portable Displays

Portable stands that can be transported and assembled by yourself.

Pop Ups and Walls:

Portable stands easy to assemble and great visual impact.

Roll up banners and:

Very light structures easy to transport.

Tables and counters:

The perfect complement to any stand.

Accessories:

Complete your display needs with various accessories.

WORLDWIDE EXHIBITIONS

Events and scenography

We design and assemble scenography for your events and conferences, as well as managing them with contracting services, lighting, hostesses and catering.





Do you want to know what
we can do for you?

Visit our portfolio to see our projects:



www.e-tridente.com

info@e-tridente.com

+ 34 91 332 21 02

Or scan the QR code:



TRIDENTE PRODUCTIONS SA C / Puerto de
Navacerrada, 51 28935 Móstoles, Madrid,
Spain

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