

DURING THE EXPO: SELFLESS SHOW OFFERS #27 OF 36

EXHIBITOR TRAINING VIDEO



Continuing our exploration of the 'SELFLESS' acronym, we've reached 'S' for Show Offers. This is all about encouraging prospects to purchase from you within a specific timeframe.

'Show offers are different from a prize draw, which appeal to every visitor and usually produce just one winner. A Show Offer is an incentive linked to your product/service offering. If a visitor is to take advantage of your Show Offer then he or she must act within a fixed period.'

Importantly, a show offer helps you to pre-qualify your lead. Only potential customers will take advantage of a show offer, so use it to encourage visitors to visit your stand and to respond / buy within a given timeframe.

Every exhibitor can provide a show offer. It could be a discount or something given free as part of the overall sale, such as a free business diagnostic, health check or an audit. The aim is to incentivise people to attend the show, visit your stand and make a purchase from you; only by doing so can they take advantage of your exclusive show offer.

Set a clear and visible expiry date on the show offer, but be sensible with the cut-off date. Timings will vary by industry by if any significant purchase is involved, it's usually worth allowing at least one month after the show to give you plenty of time to manage the follow-up and answer any further queries.



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PROMOTE THE OFFER AND ITS VALUE

Clearly show and explain the value of the show offer - on your stand and in pre-event publicity - so prospects understand how much they are saving. Include any terms and conditions, where applicable. Promote your show offer when inviting prospects to your stand; use it to create exposure on social media platforms and print some form of show offer signage for the stand so it's obvious to visitors.

GOODWILL

Show offers provide a real opportunity to encourage prospects to purchase from you, and to show your appreciation for any business they give you. Sometimes, however, although prospects may be interested in your products or services, they may not be ready to purchase until after the show offer's closing date. As a goodwill gesture, you can ask them to commit before the end date in return for which you will give them a special extension to your deadline. An important aspect of such offers is that you can use them to make customers feel special and suitably valued.



SUMMARY

A show offer is a great tool to use for encouraging purchases and it also helps pre-qualify your lead. Only those visitors that are interested in purchasing will be attracted to the show offer, so give them a good reason to purchase quickly. Make sure you promote your show offer on social media platforms, on the day and extend it to those who are committed to making a purchase after the cut-off date.

NEXT: SHOW OFFERS

Next up, we will look at the seventh letter of SELFLESS: S - Show Offers. We'll explain what these are and why every exhibitor needs to have one at the show.

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