

# 7 WAYS TO MAKE THE MOST OUT OF YOUR HOME-SHOW PARTICIPATION

What do termites and trade shows have in common? Both can be tricky to navigate, and both require the right knowledge and tools to handle effectively. Fortunately, participating in a local home show can improve termite awareness and educate both longtime and prospective customers about the Sentricon® system and the importance of pest management.

Follow these seven steps to have a killer experience as an exhibitor at a home show.

## 1. CHOOSE YOUR LOCATION WISELY.

Attract more customers to your booth by securing a high-trafficked and accessible location, such as near venue entrances and exits, and on aisle endcaps. These locations are snatched up quickly by exhibitors because of their prime location, so act fast!

## 2. MAKE THE MOST OF SIGNAGE AND MARKETING MATERIALS.

Include your company name, contact information and logo on your display. Remember to bring ample business cards, brochures, marketing sell sheets and other materials that will help communicate your company mission succinctly and effectively. If you're incorporating social marketing, have signage displayed with channel handles, hashtags and a clear call to action.

**TIP:** Work with show coordinators and marketing teams to take advantage of other value-add offers for exhibitors, like public relations and media outreach coordinated by the show, sponsorship opportunities and other programs.

## 3. FIND A HOOK THAT SEPARATES YOUR BUSINESS FROM OTHERS.

An engaging "hook" to draw customers into your booth is crucial to running a successful trade show. Whether it's a flashy display, a customer contest, hands-on demonstrations, prize giveaways or other services, providing something unique that separates your booth from others will increase foot traffic and allow your staff to meaningfully engage with prospective customers.

**TIP:** [Stark Exterminators](#) presented an eye-catching display at the Greensboro Ideal Home Show. Their booth featured a backdrop of a deteriorating home with the Coroner's Caddy from the Sentricon® System Deader Than Dead Tour parked in the driveway for an amazing photo opportunity. Stark team members also handed out giveaway information on the show floor to drive traffic to the booth and let visitors know they could take a selfie with the one-and-only termite hearse.

## 4. ATTRACT CUSTOMERS LONG BEFORE YOU SET UP THE BOOTH.

Current customers can be your biggest advocates and spokespeople on the trade-show floor. Incentivizing them to visit your booth and interact with other potential customers is a top-notch word-of-mouth promotion for your business. Invite current customers and offer discounted services or company gifts if they attend the show. When your booth is full of visitors during the show, prospective customers will flock to see what makes your business stand out.

## 5. DEMONSTRATE THE SENTRICON® SYSTEM UP CLOSE.

A hands-on activity or demonstration isn't just an engaging way to draw people — and families — into your booth. It's an invaluable educational opportunity. Use physical examples of termite-damaged wood, videos and photos of termite damage, and an actual bait station from the Sentricon system to demonstrate the termite threat and easy, noninvasive solution you provide. By showing the Sentricon system to customers up close, you're giving them physical proof of what peace of mind really looks like. Use the [whiteboard video](#) on a TV screen in your booth to show how the system works.

## 6. OFFER COMFY SEATING, REFRESHMENTS AND MERCHANDISE TO MAKE YOUR BOOTH FEEL LIKE HOME.

A comfortable experience entices visitors into your booth and keeps them there to speak with your reps. Offer seating, food and drinks to draw homeowners to your booth. Provide branded merchandise and promotional items — keychains, stickers, magnets, reusable shopping bags and more — and offer additional promotional items to customers who participate in contests and demonstrations.

## 7. CAPTURE LEADS AND FOLLOW UP ON THEM.

Gather new customer leads through promotional contests or by asking visitors to sign up for a free home inspection. Follow up after the show to share limited-time trade-show promotions, such as discounted installation rates for customers who sign contracts within two weeks after the trade show.

