



DRIVE TRAFFIC





TRADE SHOW TRAFFIC GENERATORS

A well-designed, attractive booth isn't enough to generate large lead counts on the trade show floor.

The secret that successful trade show booth manager use over and over again is to plan and execute a live, interactive experience for the attendee. Here's a list of 10 experiential marketing strategies that are sure-fire winners.





#1 ARE YOU MASCOT WORTHY?

Does your company have a “Character” associated with its brand? I’ve seen M&Ms, Mr. Clean and the Energizer Bunny on the trade show floor. You don’t have to be a Fortune 500 Company to have a mascot. Sometimes putting your logo on a T-shirt and dressing up any lion, tiger or dog is enough. What character can you create that will link to your brand and make attendees want to take selfies with your mascot?

Another advantage of a mascot at trade shows is that they can walk up and down the aisles near your booth. A “mascot handler” can hand out postcards directing traffic to your booth or scan badges of folks that pose for a selfie. [Click here](#) to see the impact the **Energizer Bunny** made at a NAPA Auto Parts show I worked at recently.

Cost: \$\$



#2 ROBOTIC TRAFFIC STOPPER

Attendees are fascinated with animated robots rolling around the aisle in front of your booth. This is a great fit for many industries especially Artificial Intelligence, Intelligent Automation as well as any booth that has a mechanical product or wants to communicate a futuristic message.

Companies that supply these interactive mechanical marvels can customize them to both visually brand your company and verbally deliver a recorded marketing message. [Check out this video!](#) [Or this one!](#) Some of the robots can even talk directly to attendees calling them out by name. Fun, interactive and memorable.

Cost: \$\$\$



#3 CORPORATE MAGICIAN

Get ready for crowds at your booth! A study by Exhibit Surveys, Inc. of Redbank, NJ, found that Corporate Entertainers such as Magicians and Jugglers rank second (right behind product demonstrations) as the most successful strategy to draw traffic to a trade show booth. These specialists in trade show presentations customize their acts by incorporating your marketing message into their skill sets as they surround your booth with prospects.

Magic is highly visual, and it's highly memorable, too. To see the impact trade show magic makes, [watch a short video or two on this page.](#)

If you hire a Corporate Magician, be sure they have lots of experience performing at trade show booths. The top trade show magicians typically double or triple lead counts. Their client's booth becomes the talk of the show.

Cost: \$\$\$



#4 PRO PRESENTER & CROWD GATHERER

Nothing beats a product demo, especially if you can create a theater of 12 or more chairs in your booth and present to a seated audience. The crowd will attract a crowd and soon you'll have a standing room only booth that'll be the envy of the trade show floor.

Using a professional crowd gatherer in combination with a pro presenter who works from a script to create a consistent message, is key to putting butts in the seats and delivering the features and benefits of your company's products and services.

Unlike a salesperson doing a presentation, a professional presenter is trained to repeat a 10-minute presentation twice an hour, all day long. This will maximize your opportunity to reach as many attendees as possible during the trade show. The best pro presenter I've seen is Andy Saks. [See videos of him in action here.](#)

Cost: \$\$\$



#5 A REALLY, REALLY BIG GIVEAWAY

Put a car, truck, motorcycle, or an electric bicycle in your booth and have a drawing to give it away. A prize giveaway, that is really, really big, will catch the eye of every attendee as they pass by your booth. And it's an easy task to capture their contact info when folks enter the raffle.

Be sure your booth staff is taking advantage of the traffic by starting a conversation with anyone and everyone that enters the contest. It's easy to break the ice with as sentence like this:

"So, what's the first place you're going to drive your new vehicle when you win it?"

Here's a short video I made of Craftsman giving away a Toyota Tundra at an auto parts show.

Bicycle Cost: \$\$

Motorcycle: \$\$\$

Car/Truck: \$\$\$\$



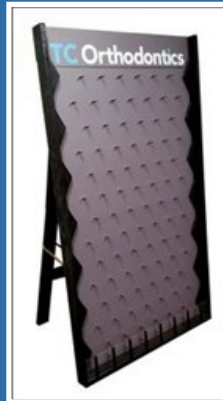
#6 GOT SKILLS?

People love to compete. So skill games are a good draw for a trade show booth. Consider having a dart board or beanbag toss, a basketball shoot, skee-ball, pinball, mini-golf or an indoor driving range in your booth. It's easy to tie this to a booth theme such as "Score big," "You're always a winner," or "On Target."

Here's a short video of how First Brands incorporated a driving range in their booth.

Bonus idea! Keep a "Leader Board" in plain sight in your booth. Offer a prize for the top three winners. This will encourage folks to come back to your booth to check on their rank in the standings.

Cost: \$



#7 IT'S YOUR LUCKY DAY!

They click and clack. They move. And they are instantly recognizable as prize-oriented. Games of chance like a Spin 'n Win Prize Wheel or a tabletop or giant Plinko Board are great, low-cost ways to attract the passer-by.

Take advantage of the opportunity to put your brand in the center of the wheel or top of the Plinko Board.

Here's a video I made when I saw a table-top Plinko game at a trade show.

Bonus idea: Instead of just giving away the prize indicated, make the attendee answer a question about your company (the answer should be on the signing in your booth) so they learn about the benefits of your products as they have fun.

Cost: \$



#8 HAPPY HEADSHOT

Offer free headshots and watch the prospects get in line when you hire a professional photographer to take LinkedIn headshots of attendees. Everyone needs a picture of themselves for LinkedIn. If they don't, then they need it updated! This will position your company as one who truly wants to help the attendees. Offering this experience adds huge value to your presence on the trade show floor.

Hire a local studio photographer to take pics of attendees. They'll bring a backdrop, lighting, a computer and a great camera. The attendees get a digital pic to use online. You get a chance to dialogue them while they're waiting in line. Plus you get their contact information so you can email them the photo as well as how your company can help them succeed.

Cost: \$\$



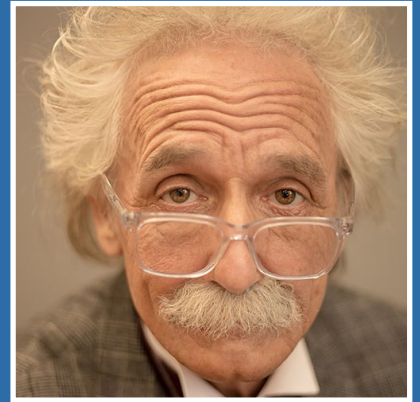
#9 GET 'TOONED

Offer digital caricatures for attendees and you'll immediately have a line of folks waiting their turn. That's when your staff can scan their badges and determine the quality of each lead.

The attendees sit — and in 10 minutes the caricature is done and it's suitable for framing. The artists capture the prospects' faces on their tablet which can be connected to a large monitor so everyone can see the artsy process happen, right before their very eyes. [See the video here.](#)

The prospect gets a digital download of their visage to use as their avatar on social media. Plus the image is printed out for them to wear around their neck during the trade show. Did I mention that your logo appears on the printout too? That turns them into a walking billboard promoting your brand on the show floor. Wow!

Cost: \$\$



#10 CELEBRITY IMPERSONATORS

Ever wish you could have someone really famous in your booth to attract attention? Here's an idea that's the next best thing. There are many professional actors that make their living impersonating celebrities. And many of them look and sound like the real deal.

Folks will flock to your booth to get a selfie with the likes of Marilyn Monroe or Elvis Presley. I've seen a variety of famous people such as Albert Einstein at a Science Conference, Charlie Chaplin at an IT show in Los Angeles and Ricky Bobby at a Car Parts Convention. ([See the video here.](#))

Get a celebrity impersonator for your booth to attract traffic and start up conversations between your staff and prospects.

Cost: \$\$



ABOUT CORPORATE MAGIC

At Danny Orleans Corporate Magic, our goal has been to help exhibitors attract more prospects, deliver their marketing message and elevate their presence on the trade show floor.

My team of Corporate Magicians has been driving traffic to trade show booths for over 25 years. We've increased lead counts at over 500 trade shows including the exhibits for American Express, ExxonMobil and Honeywell.

We offer a proven process to help you get more traffic, more leads and more business. To learn more and see video highlights of trade show magic in action, visit www.corporatemagicltd.com

