

# It's show time.

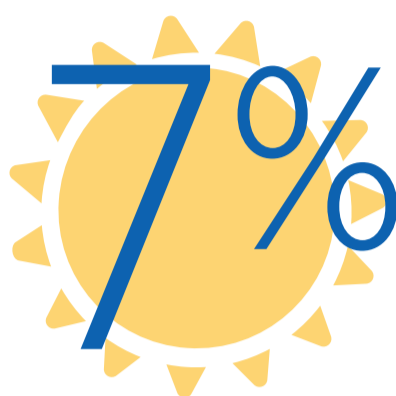
Are you ready?

Pro tips for maximizing your time at trade shows

Trade shows are a great place to network and learn about new products and services. Whether you're traveling to a show across the country or across town, keep these tips in mind to make the most of your experience.

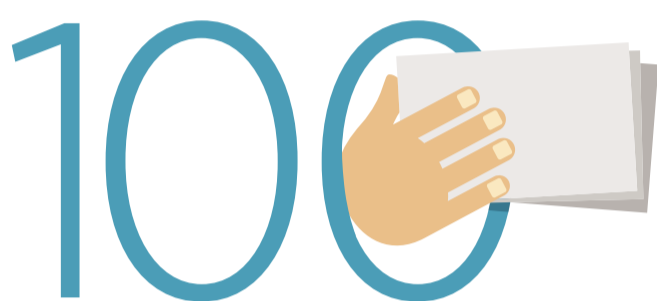
## Before you go

### BOOK EARLY



Average savings on summer hotel rates if booked within two months of trip<sup>1</sup>

### ORDER BUSINESS CARDS



Minimum number of business cards you should bring for entering contests, networking, etc.<sup>2</sup>

### PACK SENSIBLE SHOES



Number of hours the average U.S. trade show visitor spends viewing exhibits<sup>3</sup>

### DOWNLOAD THE APP

Percentage of event producers who expect attendees will consider mobile apps an important part of the event experience<sup>4</sup>



## While you're there

### BRING YOUR WALLET



49

Percentage of trade show visitors who plan on buying exhibited products or services<sup>5</sup>

### MAKE A SCHEDULE

List the booths you want to visit in order of priority. Be sure to factor in times for special events at certain booths and plan accordingly.



### STAY ON TRACK

Save time by talking to and collecting information only from exhibitors you're interested in, and skip the rest.



### GO WHERE THE CROWD IS

You might learn about something useful that wasn't on your radar before, like pet insurance. This unique voluntary benefit is one of the fastest growing and is being offered by more and more employers.



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<sup>1</sup>[https://www.tripadvisor.com/PressCenter-17633-cl-Press\\_Releases.html](https://www.tripadvisor.com/PressCenter-17633-cl-Press_Releases.html)

<sup>2</sup><http://blogglaw.com/blog-conferences-what-to-bring/>

<sup>3</sup><http://www.statista.com/topics/1498/trade-show-marketing>

<sup>4</sup><https://www.crowdcompass.com/pdf/momentum-of-mobile-apps.pdf>

<sup>5</sup><http://www.statista.com/topics/1498/trade-show-marketing>

