

EFFECTIVE BUYING STRATEGIES

Pre-show planning

Lisa Berry

PRE-SHOW PLANNING

- **Exhibitor List**
 - Research the exhibitors before the show so you are familiar with their products and have questions prepared to ask. Don't forget to make note of their booth numbers!
- **Show Specials**
 - Many exhibitors offer exclusive show specials for attendees onsite including cash off, percentage discounts, free displays or free shipping. You can view these online before the show.
- **Product Categories**
 - If you're looking for specific types of products, you can search by product category on the exhibitor list to see which exhibitors offer them.
- **Floorplan**
 - Familiarize yourself with the floorplan so you know where exhibitors are located once you get to the show.

PRE-SHOW PLANNING

- Pre-Show Marketing
 - Make sure you are subscribed to emails so that you are aware of important show information.
- Product Preview Guide
 - Essential guide for buyers attending Clarion's Gift & Souvenir shows. Buyers can see a sample of the products exhibitors offer and use it as a planning tool to decide which booths to visit at the show.
- Samples of products

PRE-SHOW PLANNING

- Appointment Programs

- MATCH!

- Clarion meeting program for qualified decision makers.
 - In order to participate, buyers must complete a profile detailing specific details of their company and product interests.
 - Buyers must complete five 20-minute meetings at the show based on mutual interest
 - In exchange for participating in the program, our key accounts team works closely with buyers to help with registration and appointment setting. Buyers can also receive hotel accommodations or Visa gift cards up to \$250 for travel reimbursement.

- One-on-one meetings

- Reach out to exhibitors before the show to set meetings. This will help you make the most of your time on-site rather than trying to cover the whole show floor in a few days. Don't forget to make time for new exhibitors too!