

Attention MANUFACTURERS:

2 Ways to Exhibit

On Your Own

1A) When you're new, by yourself is best, and maybe the only way.

You probably have no dealers, so you can make product sales on your own. You and your booth display devote 100% of space, time and effort to the introduction, promotion and sale of your product. Make product sales cover your costs; sign up dealers and reps, too.

1B) When you're an established company, with multiple dealers also exhibiting, exhibit by yourself and refer sales to any or all of them. **You help yourself, and you help ALL your dealers.**

With a Dealer

OPTION 1

You - 1 10' booth

Dealer - 2 or more booths

You will give, in your portion of display space, the exposure your products need. When you make a sale, direct the customer to your dealer's cash register. A sale must have closure; you don't want to turn money over a customer away.

The dealer has considerable square footage of product display space to create sales of his own, while you maximize your product line's exposure.

You minimize costs, maximize exposure and sales. You help yourself, and you help ALL your dealers.

OPTION 2

You - 2 or more booths
Dealer - 1 booth or less

(enough space for a cash register)

Good way to show an entire product line and be a dominant presence, while, at the same time, having an outlet for sales you create. The dealer essentially rides your coat-tails, while you maximize your product line's exposure for all your dealers in the expo's market area.

Sales can offset exhibiting costs; you can turn a profit. You help yourself, and you help ALL your dealers.

How are your products and brand name introduced to the huge market our expos reach ... or aren't they?



Two mistaken assumptions we hear often --

- 1) "A dealer is doing the expo for me."
- 2) "We thought a dealer did the expo for us."

No one can introduce your product better than you; no one cares like you! For best results, do it yourself or exhibit with a dealer. Above all -- BE PRESENT!

Why not a dealer alone? Here's why: 2009 dealer exhibitors

- Michigan - 13 • Illinois - 3 • Ohio - 7 • Wisconsin - 9

Here's what you're up against ...

A dealer's sales area is, maybe, 50 miles square, maximum, and his core sales area will be less than that. But ...

1) All of our expos draw attendees from 12 to 25 states! They are multi-state markets.

2) Each expo draws attendees from every county, or nearly every county, in the home state. How many dealer territories does that entail? Think about it!

3) What percent of your total potential customer base in the expo's major market area will the dealer be able to influence? Very little. Each expo's core market area actually is a multi-state area. Check the demographics for each of the expos.

4) If the dealer is working on sales to make sure his booth space pays for itself, what chance do you think a new product has against 'show specials' and 'great bargains'?

5) How many brand names will a dealer display in his exhibit space?

6) How many of those brands will be your competitors? Think about it!

7) How much display space will your product(s) have in the dealer's total display space? How low will that percentage be? Where in the display will that space be?

8) How many minutes – or seconds – will the dealer be able to devote to introducing and/or selling your product(s)?

9) Will the dealer get your new product(s) displayed in the free new-product special display area near the main entrance where attendees will see it/them first?

• Does your product have a chance to get a good introduction here? Doesn't seem likely. You need to be in the mix!

**Support ALL your dealers in each expo's multi-state market area!
Check the website for exhibitor lists!**

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