

# Using Literature in Your Booth

## Make The Most Of Product Literature

Should you or shouldn't you hand out literature in your booth? The answer: yes and no. Yes, you should have literature available, but don't put it out on the aisle. Attendees will just grab a brochure and walk away without talking to a booth staffer. (Also, you should know that about 65 percent to 80 percent of all literature gathered at a show is thrown away before attendees leave for home.)

To save money and cut down on the amount of literature you must send to shows, qualify attendees before you hand out literature. Another option: Create binders of product literature that stay in the booth, where attendees can review them for product specifications and other relevant information.

## Lighten Your Literature Expenses

Literature is an important component in trade show marketing. If exhibit visitors want information about your product or service, literature is a good, fast way to provide it. However, brochures often are thrown away by attendees (and sometimes even exhibitors!) as soon as a show is over. With that in mind, here are some tips for saving money on brochure expenses.

Monitor brochure usage. Instead of putting stacks of brochures, order forms, etc., on a table, qualify the attendee and then give him a handout to take home. Don't just hand out literature to anyone who happens within a few feet of your exhibit.

Send brochures after the show. Instead of hauling around heavy, expensive boxes of literature, gather your attendees' contact information and send literature to them after the show. This gives you a chance to remind them about your product/service.

Avoid four-color literature. Because most trade show handout material is thrown away, don't spend money on fancy, four-color literature. Instead, give attendees less expensive materials at the show and send four-color materials later.

Use literature as a disengaging tool. Give out informational materials after you've talked with a passerby.

For more information  
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## Low-Cost Literature

Most literature (and thus exhibit program dollars) ends up on hotel night stands or the bottoms of trash barrels. The following cost-cutting strategies can help you distribute your printed word without tossing your dollars to the wind.

Gather contact information. Take down attendees' names and addresses and send them literature after the show. Not only is the literature more likely to be read when it arrives, but you'll create a second contact and secure valuable information for future mailings.

Create a show-specific brochure. If you simply can't resist passing out something, prepare a low-cost brochure using just one or two colors. Then offer more information or additional brochures if the attendee makes a second, post-show contact.

Restrict quantities. Bring only enough copies for just over 5 percent of the targeted audience. This forces staffers to carefully qualify all attendees with one-on-one conversations before distributing product literature.

Place racks carefully. Try to avoid literature racks completely. But if you must use a rack, place it in the middle of the exhibit rather than on the aisle. "Stroll and grab" attendees won't pilfer your stash, and serious prospects will need to venture into your exhibit (and closer to a salesperson) to obtain one.

Always remember the 3 second rule: you have 3 seconds to show the attendees what you do, who you are and why they should do business with you!

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