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## Optimizing Your Trade Show Opportunities by Promoting Your Brand

By

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Trade shows should lead to income-generating opportunities and these generally have two underlying drivers. The first is from income resulting from you finding others. The second is from income resulting from when others find you.

**Finding Others:** This is the standard role many of us attend trade shows to achieve. We attend to gather content. These may be personality pieces, product reviews, or technique articles. A good assortment of these can be gathered from walking the aisles and talking to people in their booths. This is standard procedure in the outdoor communicator world.

The part I've added is a focus on helping others find me.

**Helping Others Find You:** In the world of social media, you can leverage the show for your brand by increasing awareness of your role in the show and what you can offer. I did this at The Fly Fishing Show in Atlanta in February, 2019 even though I am primarily a humorist.

Begin by getting on the program to add credibility and awareness. The Fly Fishing Show offers multiple tracks of seminars so I offered a humorous presentation titled, “How to Make Your Fish Bigger.” It was accepted and I was now on the program agenda so anyone searching the web would find me at the show.

Second, I offered them a profile with a photo for their program. They did both mail and e-mail promotion with a brochure where I was included, getting my name in front of their prospect list.

Third, The Fly Fishing Show promoted books by their speakers and offered a slot for signing these books. This not only gave me a second spot on the program, it put me at the front door to greet attendees with my book in front of me. And I sold some books.

Last, I promoted The Fly Fishing Show and my participation through social media leading up to the event including an announcement on my website.

**Shows can be about more than just getting content. They can help you leverage all the trade show’s promotional efforts to build your brand as a communicator.**

-THE END-