

e-Book

4imprint®

Trade show follow-up trends

2019

Introduction

While it's possible to find plenty of information about who attends trade shows and why, no recent research studies have focused on the follow-up that occurs when the show is over. So, we went straight to the source, surveying hundreds of organizations in industries ranging from manufacturing to nonprofit.

Inside this e-book, you'll find all the ins-and-outs of trade show follow-up: timing, methods and frequency. See how your lead follow-up stacks up.



Trade show follow-up data: Continuing customer connections

Every trade show has a project plan: Let your customers and prospects know you'll attend. Invite them to visit your booth. Engage them while they're there. Generate leads. Close sales.

But, what happens when the trade show ends? Few studies have focused on the follow-up that occurs when everyone returns home to the office.

To learn more about the follow-up process, we surveyed hundreds of businesses and nonprofits across a variety of industry types and organizational sizes.

In the pages that follow, you'll see how quickly and how often follow-up occurs. We'll also share preferred follow-up channels and the ways they're using

promotional products to keep their brands top of mind.

Read on to see how your follow-up strategy stacks up!



Kevin Lyons-Tarr
CEO, 4imprint, Inc.



Kevin,
with 4imprint
28 years

4imprint

Methodology





Data collection methods

In order to better understand how organizations follow up after a trade show, 4imprint surveyed Exhibitor Live[®] attendees February 25-27, 2019, and an online survey panel March 13-April 8, 2019.

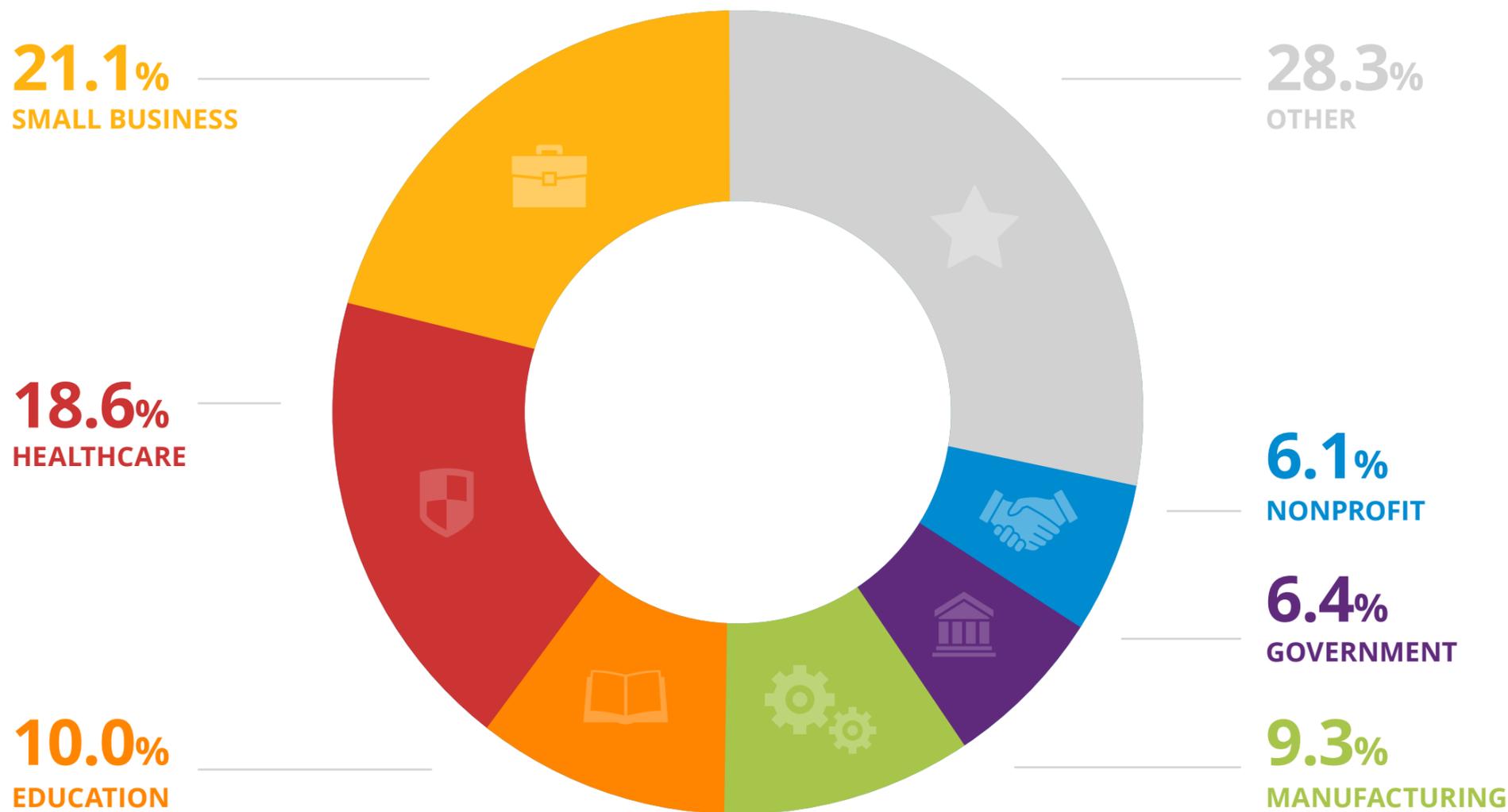
Of the 454 people who started the survey, 408 completed the survey.

Unless otherwise noted, the analysis contained in the following pages is based on responses from the 311 people who participated in at least one trade show.





Respondent industries



Organization size

(by employees)



Trade show participation

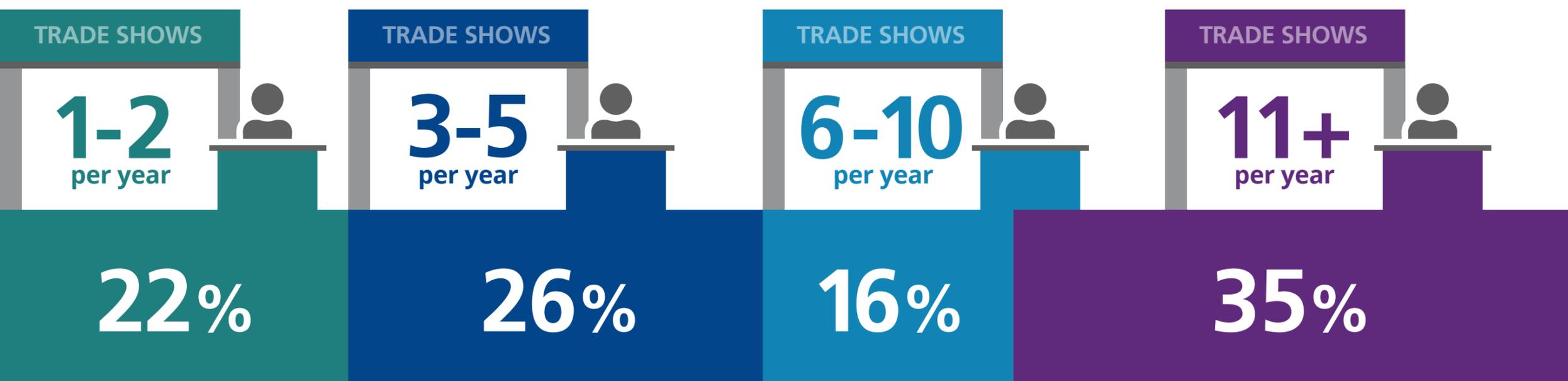




Trade show participation: Frequency, experience, goals

Number of trade shows

Roughly half of respondents say they participate in fewer than 5 trade shows per year.

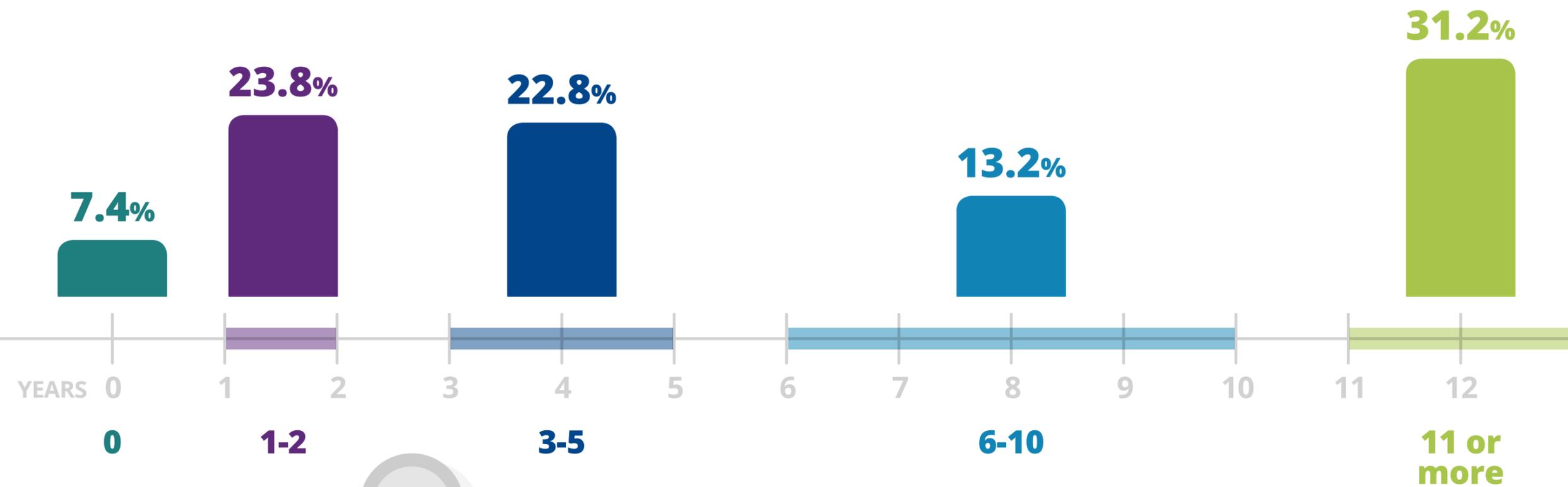


35%
participate in 11+ trade shows per year.



Experience

Approximately half of respondents say they've participated in trade shows 5 or fewer years.



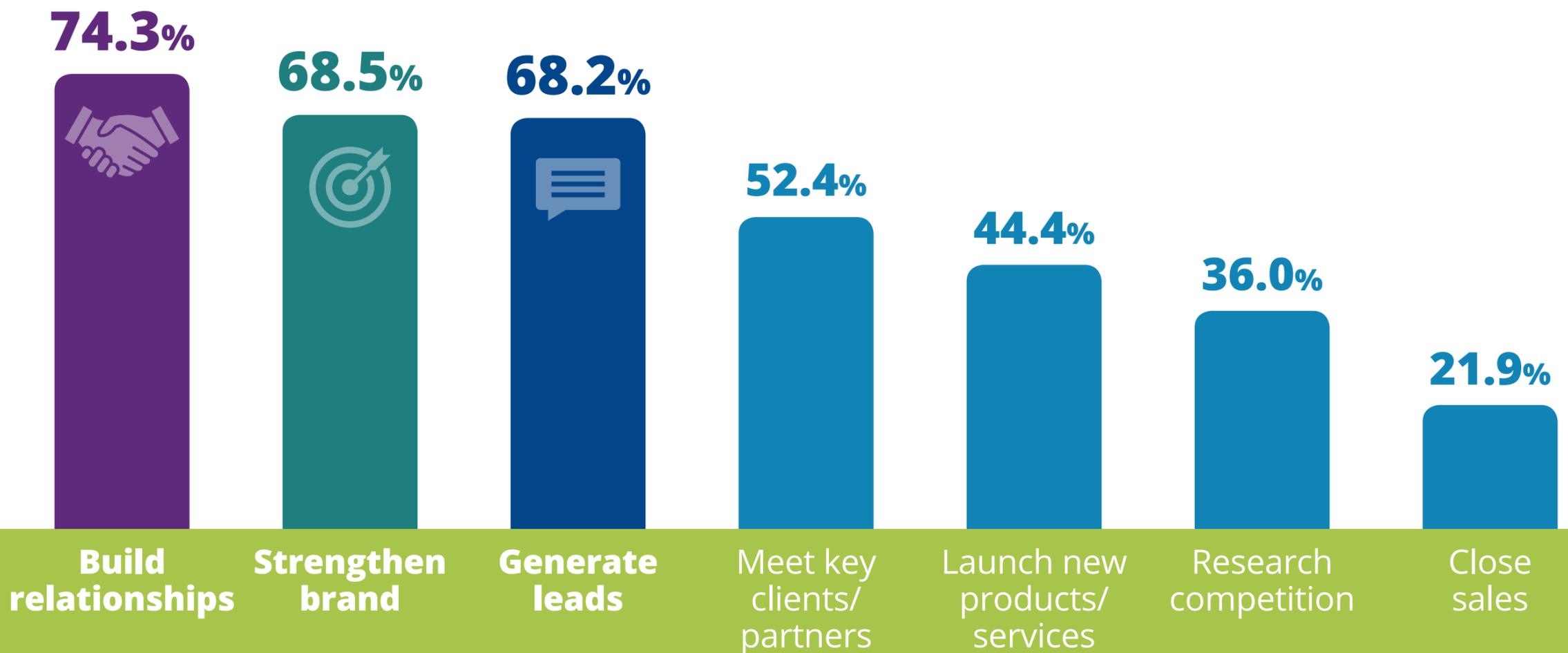
1 in 3
say they've participated
for 11+ years.



Trade show participation: Frequency, experience, goals

Goals

Building relationships, strengthening brands and generating leads are the most common reasons for participating in trade shows.



Just 1 in 5
participants closes sales AT trade shows.

Response totals exceed 100% because respondents were asked to provide multiple answers.
Responses of "Other" and "N/A and Don't know" were removed.



Trade show participation: Frequency, experience, goals

Customer leads

Two-thirds of respondents collect business cards to track customer leads.



Electronic lead tracking still trails paper collection methods.

Response totals exceed 100% because respondents were asked to provide multiple answers. Responses of "Other" and "N/A and Don't know" were removed.

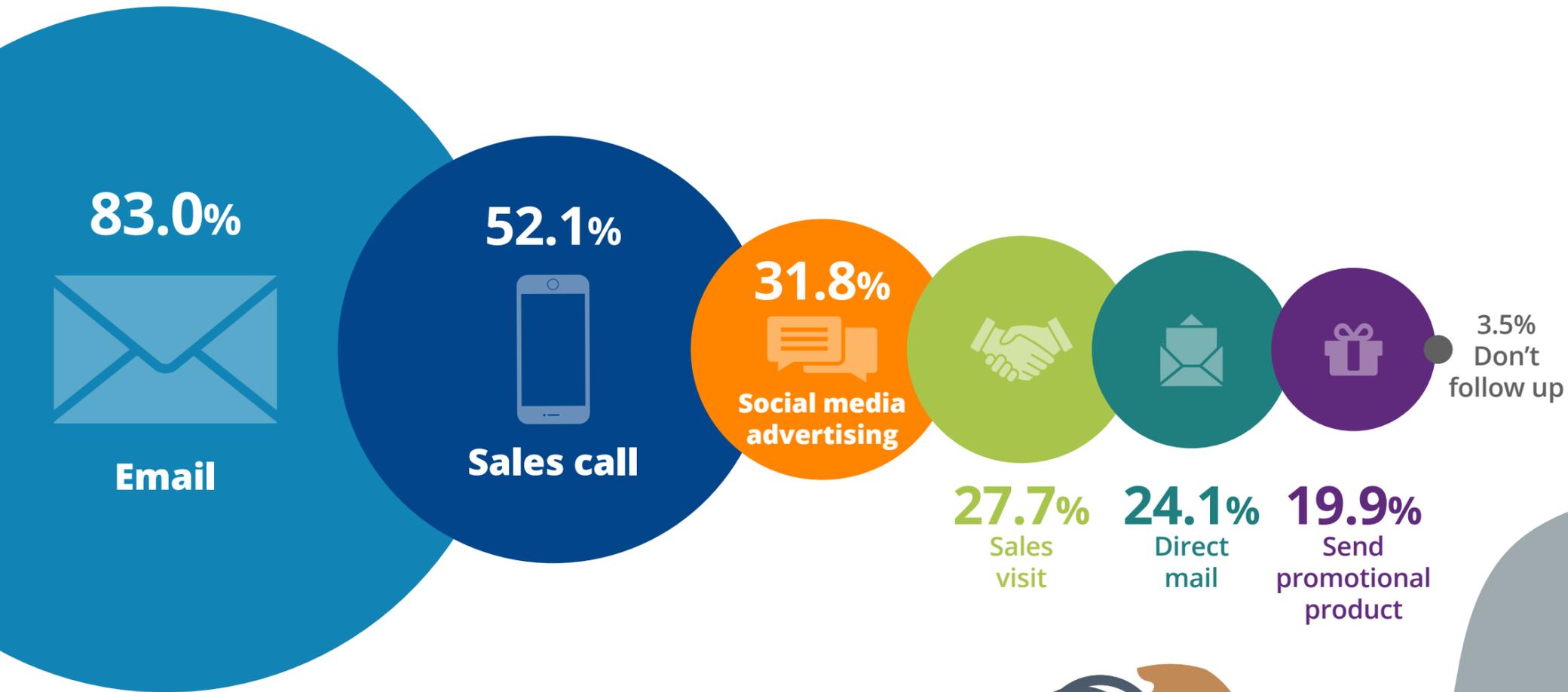
Trade show follow-up





Channels

Email, sales calls and social media advertising are the three most popular forms of lead follow-up.



1 in 5 organizations follows up with a trade show giveaway.



Response totals exceed 100% because respondents were asked to provide multiple answers. Responses of "Other" and "N/A and Don't know" were removed.



Leads

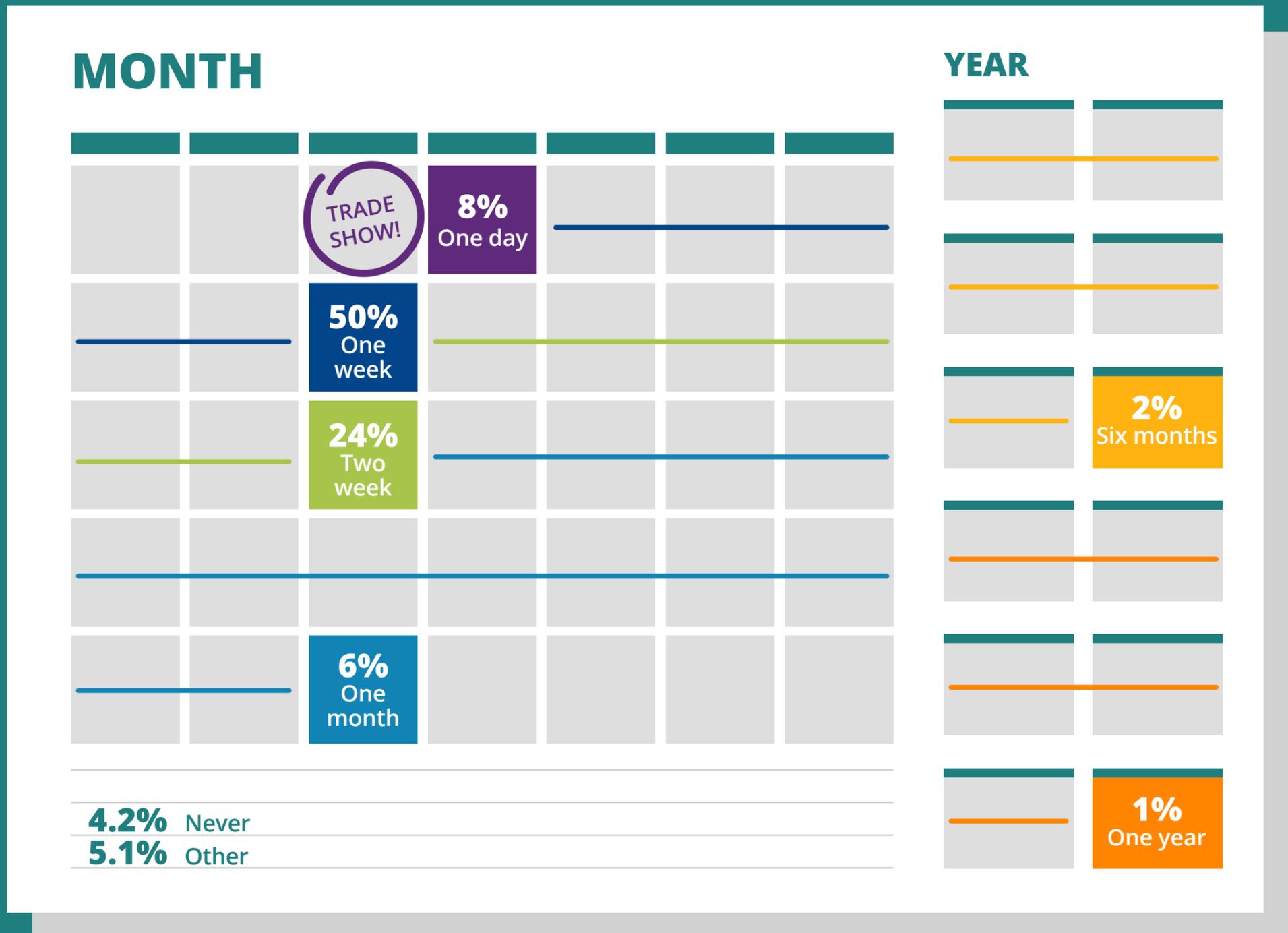
1 in 6 respondents follow-up on all trade show leads.





Follow-up timing

More than 80% follow up in the first two weeks.



Nearly 1 in 12
respondents follows up within one day of the trade show.



Frequency

More than 60% of organizations follow up with leads five times or fewer.



One study found sales leads should be contacted at least six times.¹

1) Prater, Meg. "How to Make the Best Follow-up Sales Calls in 2019." <https://blog.hubspot.com/sales/best-times-to-connect-with-leads-infographic>. Accessed June 22, 2019. Responses of "N/A/Don't know" and "No follow up" were removed.

Promotional products and trade shows

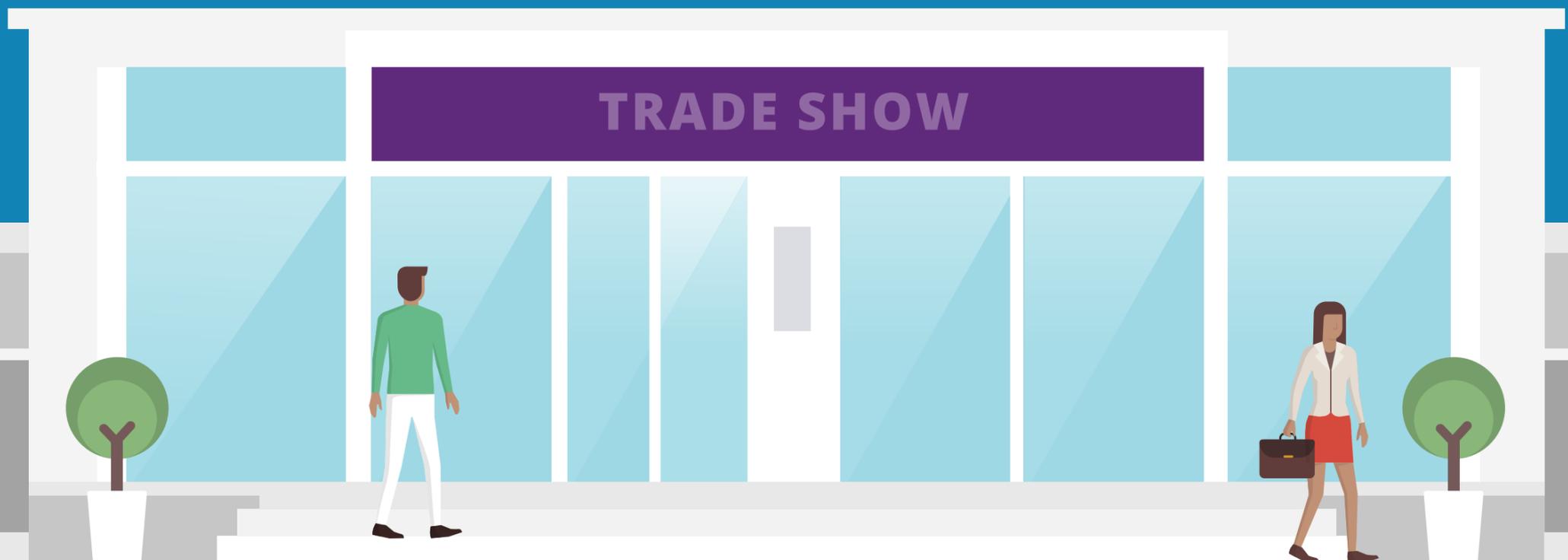
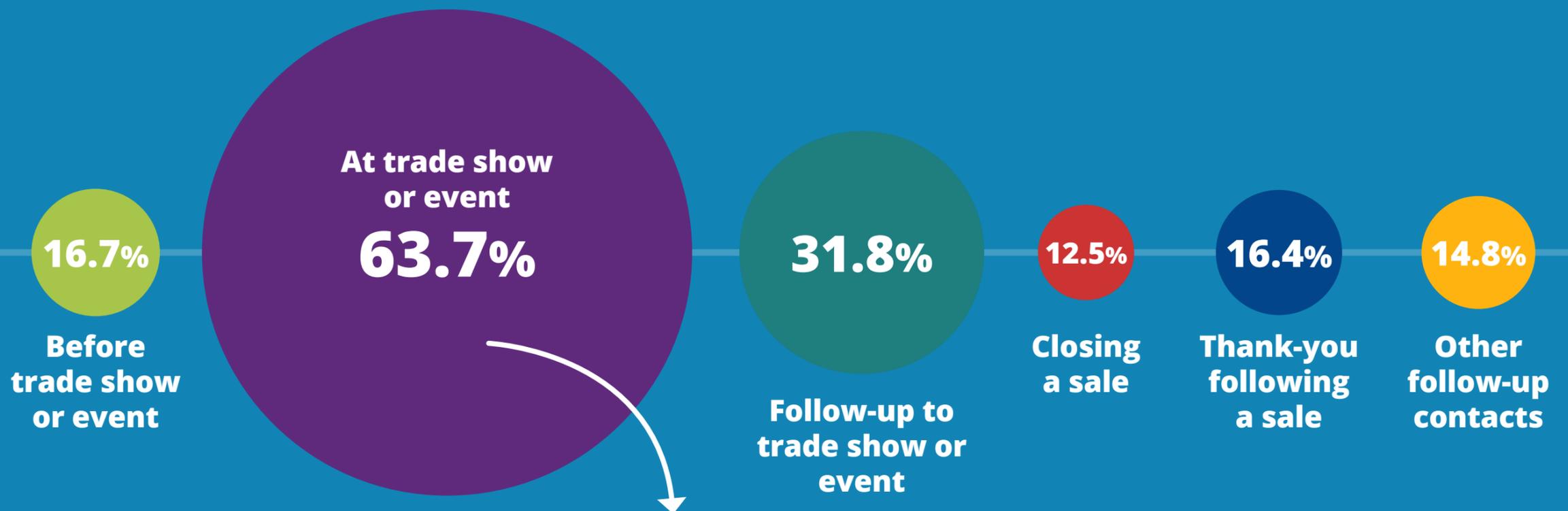




Promotional products and trade shows: Uses, effectiveness and ideas

Common uses

One in three organizations uses promotional products when following up after a trade show.



Response totals exceed 100% because respondents were asked to provide multiple answers.

Top-rated

Most effective promotional products for trade shows:



#1

Logo apparel

Page 20



#2

Logo pens

Page 22



#3

Logo totes and bags

Page 24



#4

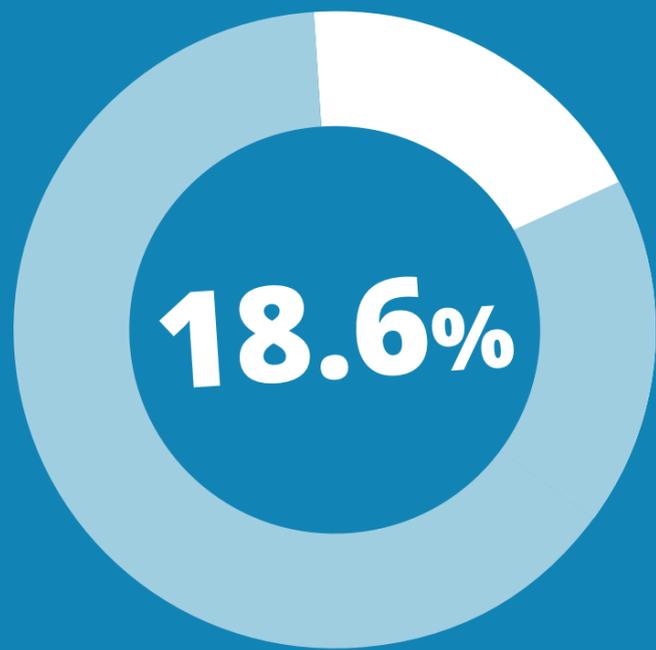
Logo drinkware

Page 26



#1

Logo apparel



of organizations consider logo apparel the most effective trade show giveaway for following up with leads.





Logo apparel

1 in 5 respondents rate logo apparel the most effective trade show promotional item.



#111195 Next Level®
Fitted 4.3oz Crew
T-Shirt



#133148
Shadow Heather
Polo

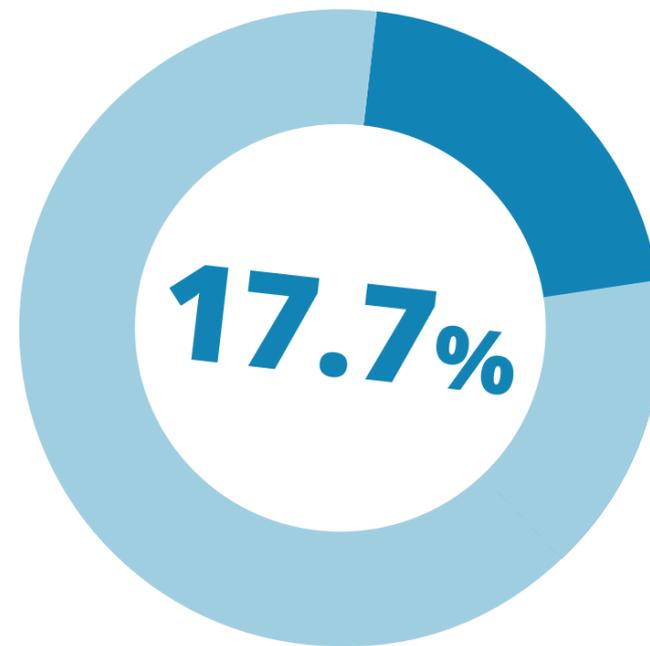
*“The color was exactly what was online.
The shirts are soft and comfortable.”*

Chrystal from Glastonbury



#2

Logo pens



of organizations consider logo pens the most effective trade show giveaway for following up with leads.



Perfect for lead follow-up, this item can easily be mailed to customers to keep your brand on hand—literally.

“This is a great find! Not only a great and functional pen, but it has a stylus so it’s cool and relevant to the times!”

Liz from Sacramento

#147677-ST
Inlay Stylus Pen



“Love the pattern at the bottom and overall matte color.”

#149652
Souvenir Motive Pen

Ashley from Appleton



#3

Logo totes and bags



**More than
1 in 10**
respondents say logo
bags and totes are most
effective for following up
with trade show leads.



Logo totes and bags

"We love the tote and love the price!"

Zulema from San Antonio

#1972 Cotton Sheeting
Colored Economy Tote



#144784
Surge Pocket Tote

"Love this bag. It's light and perfect for my promotion."

Laura from Melbourne





#4

Logo drinkware



1 in 10
respondents says logo drinkware
is the most effective trade show
giveaway for following up with leads.



Customers will appreciate a useful follow-up gift, like themed cups or on-the-go tumblers.



#149676
Everest Jet Tumbler



#138131 Refresh® Pebble
Tumbler with Straw

“The cups were great and all our conference attendees loved them!”

Stephanie from Roanoke

Promotions to remember

Trade show giveaways are an excellent way to connect with customers and potential customers before, after or during a trade show.

And, when you send prospective customers a promotional item following a trade show, it helps keep your organization top of mind long after the trade show has ended.



Share your trade show follow-up giveaways

Did a promotional product help you land a new customer?
We want to hear! Email **4ideas@4imprint.com** with photos
and your lead follow-up success story.



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