

32 Trade Show Marketing Tips and Trends for 2019

Trade shows remain a relevant and effective way to promote your brand. But the tools and trends in trade show marketing have definitely changed! Here are new ways entrepreneurs, small business owners and sales professionals can boost their business at tradeshow from trade show experts.



10 Tips to Level Up Your Trade Show Exhibit

<https://www.myprocessexpo.com/blog/exhibitors/10-tips-to-level-up-your-trade-show-exhibit/>

- 1 Interactive Experiences
- 2 Get Social
- 3 Use Food to Attract Attendees
- 4 For Smaller Spaces, Get Creative
- 5 Spread Your Brand with a Giveaway Game
- 6 Don't Neglect the Online Market
- 7 Host a Photo Booth to Draw People In
- 8 Offer a Charging Station and Follow-up Activities
- 9 Create a Value-added Incentive
- 10 Debrief and Follow Up

Trade Show Trends for 2019

<http://nimloktradeshowmarketing.com/trade-show-trends-for-2019>

- 11 Next-Level Experiential Environments

- 12 Seamless Product Integrations
- 13 Minimalist Exhibit Design
- 14 Socially-Conscious Engagement

Tips for a Successful Trade Show Experience

<https://www.exhibitsystems.com/2019/01/29/tips-for-a-successful-trade-show-experience/>

- 15 Outline Your Marketing Strategies
- 16 Promote Your Presence
- 17 Invest in a High-Quality Display
- 18 Use Social Media
- 19 Proper Staffing is Key
- 20 Branded Promotional Items
- 21 Capture Contact Information
- 22 Follow-Up
- 23 Recap the Show
- 24 Measure Your Results

Five Trends That Will Revolutionize Trade Show Marketing in 2019

<https://www.corbinball.com/exposition-tradeshaw-and-onsite-management/238-five-trends-that-will-revolutionize-tradeshaw-marketing-in-2018>

- 25 Customer-Centric Design
- 26 Multi-Sensory Experiences
- 27 Focus on Comfort
- 28 Virtual Reality
- 29 The Science of Light

Trade Show Tips to Drive Traffic in 2019

<http://salesfuel.com/trade-show-tips-to-drive-traffic-in-2019/>

- 30 Create An Experience
- 31 Host a Game
- 32 Integrate Technology