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 tradeshows 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-tradeshow-and-onsite-management/238-five-trends-that-will-revolutionize-tradeshow-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