



CustomUSB Publishes Trade Show Success Guide

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WHEELING, Ill. ? CustomUSB, a maker of custom flash drives, announced today that it has published guidance on ?How to Turn Your Trade Show Event into a Roaring Success.? Posted as an article on the company?s website, the guide highlights such proven best practices as planning, getting booked as an event speaker, carefully setting event goals and ?making a splash.? They published the guide as a value-add for its promotional marketing clients, who rely on CustomUSB to create personalized flash drives (thumb drives) as distinctive trade show giveaway premiums.

?We can make you a cool USB drive. That?s relatively easy. You need that, but you also need a plan,? said Heather White of CustomUSB. ?The hard part is making the entire event ? from start to finish ? into a business success. Working with so many exhibitors over the years, we have developed set of practical steps you can take to make a show into a money maker, whether that?s in terms of new business leads, actual sales booked, demos performed, and so forth.?

CustomUSB?s guide to trade show success talks about creating an experience that attracts trade show attendees to the booth. It reviews the following suggested practices:

Planning ? Going beyond logistics and diving into pre-show activities, active lead and prospect generation

strategies as well as post-event tasks.

Becoming a speaker ? Showcasing the company at main or breakout sessions.

Setting goals ? Taking a sales-centric approach to capture target-rich prospects for building an email list.

Getting out the word - Creating awareness about the event with a webinar, social media posts and press releases.

Choosing the booth location - Studying the exhibition area and identifying high-traffic areas and opportunities for engagement.

Making a splash - Getting noticed and luring in prospects.

The company's perspective is that trade show success is attainable if exhibitors know how to plan a comprehensive strategy. ?We are available to help you think through your plan,? White added. ?Just give us a call.?

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CustomUSB

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