

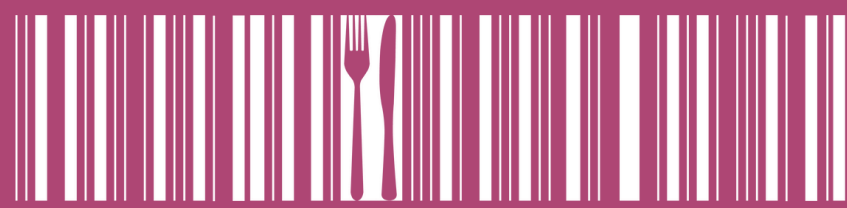


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# HOW TO PREPARE FOR FOOD AND DRINK INDUSTRY TRADE SHOWS

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STEP BY STEP GUIDE FREE TOOL KIT



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# HOW TO PREPARE FOR FOOD AND DRINK INDUSTRY TRADE SHOWS

## Set Clear Objectives

Define what you want to achieve at the trade show. Whether meeting buyers, networking with industry professionals, or showcasing your products, having clear objectives will guide your efforts.



## Research & Plan

Research the trade show before you book to understand the attendees, exhibitors, and schedule. Plan your booth layout, marketing materials, and promotional strategies accordingly. Is there an attendee list you can study beforehand?



## Create Compelling Collateral

Design eye-catching banners, brochures, and promotional materials that effectively communicate your product message and offerings. Make sure your booth stands out in the crowded trade show environment.

Are you going to be offering free tasting? Giving away free samples? Ensure you have all the necessary equipment, and remember hygiene equipment such as anti-bacterial gel, food safety gloves, and cleaning equipment. Look at Exhibitor's Manual well in advance and understand all your obligations, complete risk assessments .

Have your QR codes ready for people to engage with your social media channels, website and sign up for your mailing list.

Make sure you have up-to-date, well-presented business cards printed and ready to hand out with all your contact information.



## Promote Your Presence

Leverage social media, email marketing, and other channels to promote your participation in the trade show. Create buzz and invite buyers and distributors to visit your booth beforehand. Can you book any meetings in?



# HOW TO PREPARE FOR FOOD AND DRINK INDUSTRY TRADE SHOWS

## Promote Your Presence Continued

Put in the pre-trade show work to ensure people know you will be there, prepare a press pack, and be ready to speak to potential buyers, stockists, and distributors. Include a note in your email signature letting people know you will be exhibiting at the show.



## Prepare Your Elevator Pitch

Craft a concise and compelling elevator pitch that clearly communicates your product's unique points. Be prepared to engage with attendees and make a memorable impression



## Have your pitch deck ready

Put the time and effort ahead of the show to ensure you have a compelling and well-presented pitch deck ready. Make sure you have a copy saved locally on a device ready to present, as Wi-Fi in conference centres is unreliable.

No matter what stage your business is at, you need a comprehensive, engaging, and well-crafted pitch deck that will effectively communicate with your target group, whether retail or foodservice buyers, distributors or even potential investors. A high-quality pitch deck will show your understanding of value proposition and market placement and showcase your product and marketing strategy. It should engage your target and leave them wanting to engage and dig deeper.

**See Janes Toolkit - The essential elements of the perfect food and drink business pitch deck**



## Follow-Up Strategy

Develop a follow-up strategy to nurture leads and maintain connections after the trade show. Collect contact information via a mail list, sign up, and schedule follow-up meetings or calls to continue the conversation. Block out the following two days post-trade in your calendar to make sure you follow up on all action points for meetings and connect with everyone you have met on LinkedIn.

