

The Sweet Spot of Trade Show Marketing: The Customer Focused Message

By Christine Christman

What's your trade show messaging like? Who and what is the focus?

For most companies that I've seen at trade shows, the answer is that the focus is on the company and products.

On the surface, that seems like the obvious choice. But it's not the BEST choice. The most effective messaging a trade show exhibitor uses is that which targets their potential customer's pain points. I like to call this the customer-focused message. And the "sweet-spot" of trade show messaging is when the customer-focused messages shows them how your product or service addresses their pain point.

Here's a story about a company that effectively used eight trade show marketing principles to attract and engage attendees. The principles are shown in the circle diagram here.



Take a look at how Red Rocket Web Specialists integrated the customer-focused message into each of the eight principles.

[Click here to watch how Red Rocket uses customer-focused messages.](#)

Thinking about updating your own messaging? Have some fun with it. Think about the customer. Step into her shoes. Or his. Target the pain point and offer a solution. Hit the sweet spot!

Christine Christman has worked in the trade show industry since 1981. As the first staff writer for Exhibitor Magazine, she helped develop the research standards and editorial format that is still in use today. Christine has published hundreds of articles and three books on trade show marketing: *The Guide to Successful Trade Show Marketing*, a collection of articles published by Exhibitor Magazine; *The Guide to Successful Exhibiting*, a self-study course published by Skyline Displays; and *The Complete Handbook of Profitable Trade Show Exhibiting*, published by Prentice Hall.

Christine also worked as a consultant with Communique Exhibitor Education where she trained exhibit staff and wrote award-winning manuals for Fortune 500 Companies such as IBM, US West Communications, and Eli Lilly Pharmaceuticals. Christine helped to develop Exhibitor Show CTSM program and worked as its Executive Director until 10 years ago when she took a break from the industry to work on her MA in English. She recently returned to Exhibitor Media Group to help develop the Exhibitor eTrak online learning program. Christine's new online resource, "NowWhat? eGuide for Trade Show Exhibitors" is available at www.tradeshowexhibitor.net.