



also will lead you to those words that will entice lookers. Consider what benefits the customer wants and can find in your product, then splash it big on your signage. How is your product different from other products or companies?

Then spend some time finding out what the other booths (especially those with similar product lines) will be like at the show. While you want to be different and stand out, you need to be on a par with them – or stretch beyond them in terms of presentation, attractive characteristics, size and use of technological bells and whistles. Yes, it is costly but it is better to spend a little more than to get no return on investment for what you are spending.

A few other items to put on your list of things to do:

- Have printed materials available for passers-by to take with them. These should not just repeat what is in your display signage.
- If your budget can stand it, this is the place where trinkets and gadgets can do you some good. Let those that stop by your booth leave with a reminder.
- If you do not like the trinkets way of thinking, consider making available a more substantial gift item (or several) and put a big bowl or box on your display table. Ask for individual's business cards or let them fill out a card-size slip of paper. Then do a drawing for the item(s) at the event's end. You will have to make it a prize that has some worth to those attending. But you will have gained a ready-made list of contacts.
- This is a good time to consider milking the media. As well as finding out what media coverage is being handled by the sponsoring agency, determine if you have any "news" from your own company. If so, send out a relevant press release a week ahead of the trade show adding that you will be among those present at the trade show event. Perhaps a follow-up call to the media will create the impetus for a one-on-one meeting with a reporter, ag expert, columnist, etc.

---

. . . and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Gerald A. Miller, interim director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

---