



A Big Mistake Many New Exhibitors Make

By Jefferson Davis, *Competitive Edge*

Exhibiting at a tradeshow like IMTC for the first time is both exciting and daunting.

The excitement comes from the opportunity to put your company identity, products and services and staff in front of thousands of mass timber professionals in just a few days.

It can be daunting because there are so many factors that go into executing an exhibit effectively, and in most cases, you do not get a second chance to make a first impression with buyers.

Because IMTC views their relationship with exhibiting companies as a *long-term partnership with the goal of helping you grow your business*, they do not just rent you space and hope things work out for you.

An incredibly important resource that many new exhibitors tend to overlook is complimentary access to the award-winning **Exhibitor Success and ROI Center**.

This resource provides all exhibitors with proven-effective:

- downloadable planning, cost control and measurement tools
- pre-show planning exercises
- live/on-demand webinar
- topical exhibiting articles
- and an Ask the Tradeshow Experts email Q&A.

If you want to be sure you are addressing the critical factors that influence exhibiting success, be sure to engage with this resource by following the five-step content consumption plan.

Another big mistake new exhibitors tend to make is judging the long-term value of a show from just one attempt. Talk to any exhibitor who has been in the show for years and they will tell you that year one was about getting the lay of the land and then making adjustments year-over-year to continually execute a more effective exhibit program.

If the mass timber market is important to your company, you are in the right show, and partnered with the right organization.

Succeeding at a tradeshow requires thoughtful planning, precise execution, measuring your performance and value, and making adjustments to improve your exhibiting performance and ROI. I recommend all new exhibitors commit to exhibiting for *at least three consecutive years*, and utilize the many incredible resources that IMTC makes available to you.

If you will, there will come a day when you look back and say wow, what a difference a well-executed tradeshow can make for our company. And that's what everybody at IMTC wants for you.



Jefferson Davis, President of Competitive Edge is North America's leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly intensive exhibit consulting and training services guaranteed to deliver results.

For a no-obligation discovery meeting, [schedule a 30-minute meeting here](#).