



## A Big Mistake Many NEW Exhibitors Make

By Jefferson Davis, *Competitive Edge*

Exhibiting at a large tradeshow like Global Pet Expo 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 pet retailers 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 APPA views their relationship with member 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 member resource that unfortunately too many new member exhibitors tend to overlook, is complimentary access to the award-winning [GPE 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 and on-demand webinars
- topical exhibiting articular
- 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 pet retailer 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 member exhibitors commit to exhibiting for *at least three consecutive years*, and utilize the many incredible resources that APPA 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 APPA wants for you.

Now go visit the [GPE Exhibitor Success and ROI Center](#) start planning for your success!



**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](#).