

Trade Show Videos

(from “17 Ways Businesses Succeed with Video”)

By Jim Staylor, President of Staylor-Made Communications, Inc.

An entertaining and informative trade show video is a powerful tool for building business. It can draw people to your booth and hold them like a magnet until they are ready to talk with you or you are ready to talk with them. Attendees self-qualify to decide whether or not they might want or need your offer and either move on or stay to learn more. When your booth staff is busy, your video can keep prospects engaged until someone is available. Use it to pre-answer questions, shorten the learning curve and accelerate sales.

Video increased leads

The owner of Projector Doctor, Steve Storr, prescribed a new “Staylor-Made” trade show video for his company’s booth at Infocomm –the A/V industry’s annual business-to-business event in Las Vegas. The video combines text, music, graphics, stock footage, and video to demonstrate their expertise, workflow, and credentials. The video paralleled Projector Doctor’s services with an emergency room visit (e.g. – an ambulance pulls up to the ER then a UPS truck pulls up to receiving dock, the patient get wheeled on a gurney then the projector gets wheeled on a cart, etc.) The video held viewers’ attention and quickly illustrated features and benefits of working with Projector Doctor. Steve had a very successful Infocomm. They collected twice as many contacts as normal.

Better than real

Director of Sales and Marketing for RoboDesign, Dean Goddette, describes a trade show where a functioning robotic arm was on display. Attendees stood right in front of it and watched the video on a nearby monitor rather than experience the actual robot. As Pat Espinosa, an SMC associate, says, “We don’t make it look real; We make it look better than real.” At this writing, SMC is producing RoboDesign’s new video about its new line of robotic products for pharmaceutical research.

Entice prospects

People’s eyes are naturally drawn to something moving. They will be drawn to your booth.

Babysit prospects

Your trade show video can hold the interest of prospects until your booth staff is available to meet with them.

Self-qualify

If you can get people who are not real prospects for your product or service to rule themselves out and move on, you will save a lot of time, energy, and money

Pre-answer questions

Combine simple textual phrases with images to quickly illustrate what your product or service is, how it works, who uses it, and why.

Stimulate other questions

If your video has created enough interest to cause someone to hang around and ask you more questions, you have succeeded in turning a suspect into a prospect. And now that you are speaking face-to-face, it is more likely you are in a position to determine his or her exact needs and how your product or service might be able to help them.

Shorten learning curve and sales cycle

With sufficient information worked into the trade show video, you can start someone on the way to feeling good about your product or service, more importantly, through the quality and professionalism of your trade show presentation, you can get people feeling good and confident about doing business with you. And, don’t we all buy on emotion anyway.

Creating trade show videos

A good trade show video must grab and hold attention, convey your value proposition simply and quickly, and be interesting enough to stand up under multiple viewings.

- Use color, movement, compelling imagery, etc.
- Keep it short & focused (think context, attention spans)
- Make sound optional (optional music without narration)
- Have it loop so you won’t need to keep starting it over
- Pick music carefully and consider alternating different tunes so you don’t go loopy from listening to the loop

You can edit existing company or product video footage and combine it artfully with text and graphics to make a new shorter looping trade show video and start watching the business grow.

DVD handout

Another video project for trade shows is a DVD handout. Your DVD could contain a company overview and chapters with more in-depth information about products or services in multiple chapters accessible via menus and buttons. DVD also provides the option of presenting up to eight different audio tracks so you can offer multiple languages. With DVD-ROM, you can include brochures, white papers, order forms, screen savers, etc. to give your prospects everything they might need to want to do business with you...

Founded in 1992, Staylor-Made Communications creates moving messages and produces brilliant results for people who want to educate, entertain, influence, or inspire on TV, video, DVD, the web, or at live events. Clients include HP, Sony, JVC, Toshiba, Epson, Honda, Ford, Taco Bell, and more. Have video and multimedia “Staylor-Made” with the right resources to get the right job done right! Visit www.staylor-made.com or call 800-711-6699.