



**YANKEE
SECURITY
CONVENTION**

Unlocking Limitless Potential



www.yankeesecurity.org

BLOG: April 2023

10 Great Reasons to Exhibit at Yankee Security Convention to Maximize Your Business' Success

For hundreds of industries, attending a trade show is one of the best opportunities for businesses to build brand awareness, promote their products, highlight their services, create industry alliances and establish new relationships with potential customers.

There are many reasons why it's beneficial to be part of events like the Yankee Security Convention and we've compiled just a few in this Top 10 List below. Read on!

- 1. Reach a wider audience – in person** – Trade shows can bring together people from all over the country and even the world providing an opportunity to have direct contact with potential clients and other vendor partners that can enhance your business growth. Showcasing your company to a diverse audience enables you to truly get a feel for what products the market needs now and in the future.
- 2. Networking** – Many people literally “grow up” in a particular industry. Much like the locksmith and security industry, we have generations upon generations of professionals that get together “on the road” for trade shows making this an excellent way to connect and reconnect with colleagues as well as meet with potential customers.
- 3. Generate new leads** – Although never the ONLY reason people exhibit, being at a trade show event is one of the best ways to create lead generation for potential future business opportunities that can turn them into loyal customers. Post show, remember to do a thorough post show follow up! So many people talk about great opportunities but fail to close deals simply because they never pursue their leads.
- 4. Establish connections** – Similarly to Networking but with more of a “plan” in place, smart exhibitors create a road map for who they want to connect with at the show, and make time to do this. Identify key suppliers, industry partners, media representatives, potential representatives, existing clients and prospects that you would like to meet with at the show, and make it happen!.



5. Build your brand – There is nothing like the trade show floor to create visually appealing reminders of your brand. Whether on your exhibit, on signage, in ads prior to the show, in the show manual, or on your promotional products, branding your company is something that can't be understated.

Many companies opt for things like sponsorships to make sure that they are top of mind for every show attendee by sponsoring things like the lanyards or a show bag. In addition to physical branding, there are plenty of opportunities pre-show, during show, and post-show for digital branding via show invitations, emails and other web based promotions.

All branding efforts can help you to demonstrate your business's value, create awareness about your products or services and build trust and loyalty with visitors.

6. Launch new products – Just think of the impact launching a new product at the trade show can make. When doing so, be sure to contact various media outlets to see if they will cover your launch at the show. You can always reach out to publications such as the Locksmith Ledger and share pre-show press releases to create buzz and excitement. With the show as a backdrop, you've found the perfect platform to announce new products or services.

7. Receive immediate feedback – One of the most amazing benefits of being at the show is the ability to get instantaneous feedback from clients, reps and other industry professionals on your products, services and company performance.

Don't be afraid to ask attendees what you are doing right, and what you could be doing better. Many times, the feedback you get at the trade show may be the start of the next great product or service you design when you return from the show.

8. Stand out from competitors – Attending a trade show gives you the opportunity to stand out from other businesses in the same industry and give visitors a great impression of your business. You only have a few seconds to make an impression, so make it a good one! Be sure to have a class A booth, great graphics, solid messaging and show up with energy and smile!

9. Get inspired – Trade shows are an excellent way to get inspired by new trends, technologies and ideas, and to form innovative strategies for your business.

The class schedule that we have at the Yankee Security Convention is chock full of great courses and will give you many opportunities to ignite your creative juices and learn new skills and get the latest on what is going on in this industry. The educational sessions will be up on the Yankee Security Convention website in July, so be sure to check that out!



**YANKEE
SECURITY
CONVENTION**

Unlocking Limitless Potential



www.yankeesecurity.org

10. Gain valuable insights – The best and the brightest in our industry will be at the Yankee Security Convention's October event. As an exhibitor, you'll have an excellent avenue to gain valuable insights about the industry, current trends and customer behavior, allowing you to make sound decisions when it comes to your business strategy. We look forward to seeing you all there!

For more information on the upcoming Yankee Security Convention or to become an exhibitor [click here](#).

To find out general information about the Yankee Security Convention visit www.yankeesecurity.org. Show dates for attendees and exhibitors for the Yankee Security Convention are October 25 – 29, 2023 at the MassMutual Center in Springfield, MA.