**Let People Know You’ll Be There**

Did you know that roughly 70 percent of show attendees decide which vendors they're going to visit before ever setting foot on the trade show floor? That’s why pre-show outreach is imperative. Start by getting in touch with your in-house file of contacts: your regular customers, local contacts, and strong prospects. Then move onto registered show attendees. As a paying exhibitor, you can generally obtain a list from the show’s organizers. [Market yourself](http://www.ebscocreativeconcepts.com/marketing-services) by mail, e-mail, and/or phone to the segment you think would be most interested in your products and services.

While not the fastest mode of communication, postcards can be surprisingly effective, given their relative scarcity these days. If you start planning early, you’ll have enough time. To avoid having yours end up in the trash, consider odd-sized or unusually shaped postcards. [Get creative](http://www.ebscocreativeconcepts.com/marketing-services/graphic-design/)—maybe it’s shaped like a car, a shoe, or even a fish! Emphasize contacting and setting up appointments with local clients, suppliers, and anyone you do business within the vicinity of your show. Getting face time with clients you aren’t usually able to sit down with is invaluable.